

Be your own journalist

Topic area:	Communication
Setting:	Online workshop or in-house workshop
Workload:	4 webinars of 2-2.5 h each (workload equivalent to 2 workshop days)
Trainer:	Marloes ten Kate
Target group:	PhD students and postdocs



Do you want to learn how to communicate your scientific research for a broad audience? Science journalist and presentation coach Marloes ten Kate will provide you with tools on how to present your work to laymen in this two day workshop.

Day 1: Create a video pitch

You will learn how to pitch your research in a simple yet appealing way in just a few minutes. It is also a great way to share your knowledge in an understandable manner to a lay audience and to position yourself as an expert. Short pitches are not only training formats for

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workshops- they are of central importance in job interviews, when explaining your poster, for conference small talks or even to get ERC grants or Venture Capital!

Day 2: Learn how journalists and lay audiences think and act

Speaking with journalists is not an everyday event for scientists. This workshop day is not intended as a media training, but will teach you how journalists, 'translators' of scientists' work, think and act. If you understand how they make scientists' work accessible for the broader public, you can do so for yourself, e.g in your social media activities.

You will get a better understanding of how science communication works in the media.

How are science stories portrayed and when is science considered 'news'?

You will learn how science journalists present science stories. You will understand why science stories are portrayed in the media in a certain way and how to craft an appealing science story yourself.

Practical remarks

It is advised that participants take a recording device with them when in-house, or have them ready to use, when participating online.

Fancy equipment is not necessary, a cellphone with a camera, or a laptop with a webcam will work just fine.

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