

RETREAT

Make an Impact! Science Communication & Outreach Activities for Postdocs

Dates: September 9/10, 2019 (2 full days)

Venue: Alte Schule Lübberstedt (aprox. 40km north of Bremen), room & board will be covered, accommodation will be in double rooms.

Goal of the workshop:

The participants get an insight into methods, how they simplify complex topics and make a personal reference to their topic visible. By doing so, they learn to arouse the attention of their audience and keep it awake. In addition, the scientists learn how to present complex contexts in different scenarios (e.g. Science Slam, Scientific Presentation, interdisciplinary audience etc...) in such a way that they become understandable to the respective public.

The 2-day workshop consists of three modules. In the evening there will be enough time for informal get together (BBQ etc).

Module Science Communication:

- What will I realize, what inspires me for my project?
- How do I identify what the audience is interested in?
- How do I make a story from this?
- How do I represent my personal relationship to the research topic?
- How do I break down complex issues without being inaccurate or distorting content?
- What do I best explain with the help of metaphors, and how do I find such metaphors?
- What other stylistic devices are available to me? Is joke the key to success?
- How do I formulate appealing sentences?
- How do I get the most out of PowerPoint presentations or other tools to add real value?
- How do I adjust to different target audiences?

Module body language / voice

- How do I perform confidently and easily in the lecture?
- What can I do about stage fright?
- What does my body language say and how do I consciously use it?
- How do I speak understandably and captivatingly?
- How do I use my breath and voice for an authentic performance?

Module camera

- Which rules apply to a performance in front of the camera?
- How do I use glances, gestures and movements for a video?
- What should be considered when speaking in front of the camera?
- What technical characteristics do I have to know for the video appearance?

Lecturers

Dr. Julia Offe, born in 1973, molecular biologist, science communicator and co-founder of the format Science Slam. Through her PhD and many years of research (MPI of Immunobiology, Freiburg, MPI of Biochemistry, Martinsried, Center for Molecular Neurobiology, Hamburg, Zoological Institute, University of Hamburg) she is very familiar with the day-to-day work of

scientists. Through many years of freelance work in the laboratory journal and freelance work as a science communicator, she knows the challenges of presenting complex topics in a generally understandable way.

Andreas Laurenz Maier, born in 1973, actor and personal coach. In addition to his appearances in numerous productions for film, television and stage, he regularly gives workshops with a focus on authentic stage presence and appealing presentation. Andreas Laurenz Maier has moderated the Science Slam in Cologne since 2010.

The two have already conducted more than 20 workshops together since 2012, both in German and in English.