Introduction to Science Communication and Public Engagement

Objective

This workshop aims to equip early career researchers with essential skills relevant to their academic and professional growth. Participants will

- Gain insights into contemporary developments in science communication and public engagement.
- Learn to identify target groups and stakeholders crucial to their research.
- Develop strategic communication and engagement plans tailored to their research topics.
- Acquire practical skills and tools for effectively engaging diverse audiences with their scientific work.

Description

In the dynamic landscape of 21st-century research and innovation, openness, transparency, and effective communication across various audiences, both within and outside academia, are pivotal. Early career researchers can benefit significantly from cultivating transferrable skills, particularly in science communication and public engagement. These skills not only contribute to academic and non-academic career paths but also serve as a gateway to securing national and international funding opportunities. This interdisciplinary and interactive training is specifically crafted for early career researchers, offering them practical insights and hands-on experience in innovative engagement and communication methodologies.

Moreover, the workshop recognizes the importance of science communication as a door opener to funding opportunities and underscores Open Innovation as a relevant skill for career development. Participants will explore Open Innovation concepts and understand how embracing openness and collaboration can enhance their research impact and career trajectory.

The training employs a blend of input, reflections, and practical sessions to empower participants. One of the primary objectives is to enable researchers to craft a comprehensive communication plan tailored to their individual research topics, allowing them to convey key messages clearly and effectively to diverse audiences.

Methodology

This interactive training seamlessly integrates theory and practice. The trainer will deliver a mix of insights, facilitated dialogue, and collaborative activities. In addition to leveraging tools like Mural for collaborative work, the workshop embraces creative storytelling techniques and incorporates AI tools such as ChatGPT for science communication and storytelling. Participants will gain hands-on experience in utilizing these technologies to enhance their communication strategies and engage effectively with a wide range of audiences.

Organizational Information

<table>
<thead>
<tr>
<th>Language / Format</th>
<th>English / Online</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs from all faculties</td>
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<tr>
<td>Date</td>
<td>Tuesday, 16 January, 9:00 – 16:00</td>
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<td>Registration</td>
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