

# Introduction to Science Communication and Public Engagement

## Objective

The online workshop is designed to produce the following learning outcomes:

Participants will

- learn about current developments in science communication and public engagement;
- learn how to identify potential target groups and stakeholders of their research;
- learn how to plan strategic communication and engagement activities related to their research topic; and
- develop skills and get to know concrete tools for engaging multiple publics with science.

## Description

Openness, transparency and the ability to communicate with diverse audiences inside and outside academia are key competencies in 21st century research and innovation. Transferrable skills in the areas of science communication and public engagement are increasingly relevant for academic and non-academic career paths, as well as for the acquisition of national and international funding.

The interdisciplinary and interactive training invites early career researchers to gain practical skills in science communication and public engagement. The course will empower researchers via a mix of input, reflections and practical sessions. A major goal of the training will be to enable participants to develop a communication plan related to their individual research topic and to communicate their key messages to diverse audiences in a clear and effective way.

## Methodology

The interactive training will offer a combination of theory and practice. The trainer will provide a balanced mix of input, dialogue and co-creation. In addition to working together on Mural, the training will incorporate a creative use of storytelling and the application of AI tools such as ChatGPT for science communication.

## Trainer



**Dr. Annette Klinkert**  
city2science GmbH, Herford

Dr. Annette Klinkert is an internationally experienced networker, practitioner, facilitator and trainer in the fields of science communication, public engagement and knowledge-based urban and regional development. Since 2016 she is Executive Director of EUSEA, the European Science Engagement Association. Annette Klinkert is founder and CEO of city2science GmbH – Science Communication and Strategy Consulting in Germany.

## Organizational Information

Language / Format	English / Online
Target group	Doctoral Candidates at all stages and Postdocs from all faculties
Date	Wednesday-Thursday, 22-23 November 2023, 9:00 – 16:00
Registration	<a href="#">For registration click here</a>