

Trainer



Dr. Georg Hafner

Georg Hafner obtained a PhD in Neuroscience from the University of Göttingen before transitioning into the field of artificial intelligence as a science coordinator. Currently, he is working as a medical writer and trainer. His passion for both science and stories motivates him to help scientists communicate their findings effectively. His mission is to bridge the gap between data and audience, ensuring that scientists and their remarkable results shine brightly in the spotlight they deserve.

Scientific Storytelling

Objective

This workshop looks at scientific concepts through the lens of storytelling. Participants will learn the fundamental elements of storytelling and how to apply them in the scientific context.

Description

Storytelling is a powerful tool for conveying complex ideas clearly and effectively, making it ideal for science communication.

By learning core storytelling principles, participants will gain a fresh perspective on their research. Framing a study as a story helps guide audiences more intuitively through the main ideas and findings. Moreover, a narrative cannot be constructed when creating a presentation or writing a paper but has to start already with the purposeful design of methods and experiments.

Therefore, thinking in the framework of a story helps in refining a research agenda and ultimately in becoming a better scientist.

Methodology

Through a blend of interactive exercises, individual tasks, discussions, and instructive presentations participants will:

- learn the components of storytelling and their scientific equivalents,
- identify the central message of their research story,
- construct a compelling narrative around their scientific project,
- reflect on strengths and weaknesses in their research narrative,
- explore the applications of stories in research presentations.

Conditions

- To make the most of this workshop, participants should prepare an abstract about their research project and a figure about their most important result.
- Everyone must agree to keep any unpublished results shared during the workshop confidential.
- Participants should bring a laptop.

Organizational Information

Language / Format	English / On campus
Target group	Doctoral Candidates at all stages from all faculties
Date	Wednesday, 20 May 2026, 9:30-17:00
Registration	Click here for registration