



Training Course in Science Communication

28-30 October 2009

Aarhus, Denmark

- Are you a scientist with a creative flare and passion for communicating your science?
- Do you want to develop your skills in writing and presenting your research to different audiences?
- Do you want to understand the media and how it works?

Then this Science Communication Training Course is for you!

The course will run in Aarhus, Denmark for two full days and will cover the basic essential skills needed for successful communication, such as understanding your audience, writing, interviewing and working with the media.

We have been successful in securing Teresa Belcher of Science Communications as an experienced tutor for this course. Teresa has been responsible for training of scientists in science communication for the MedVetNet and is now director of Science Communications Ltd.

The course attendance is limited to 20 persons from EPIZONE partner institutes.

Costs for board and lodging (2 nights), transportation costs, as well as training expenses are covered by EPIZONE.

Application

Please fill in below and return to Lisbeth Bodin (lbod@dianova.dk) **before August 1st 2009**.

Family name	First name	Email	Position (senior scientist, junior scientist, PhD student, Technician, etc...)	Institution

Short description of your interest and how this training/workshop will help in your research activities (max 15 lines):

Outline of Programme:

Welcome and introductions

Why should we communicate research? What happens if we don't?

Understanding the relationships between science, the media and the public

Communications basics

Identifying key messages in a project

Key message writing and feedback

Explaining research and avoiding jargon, acronyms and technical terms

Communicating with different audiences/stakeholders – exercise and feedback

How the media works

What is the Media? What types of Media are there? 'New' media

Working with the Media

The role of the journalist

What is news? Structure of a news story versus scientific paper

The press conference

Interviewing and being interviewed

Press releases

What are press releases? Structure of a press release

What does the journalist want?

Press release writing practice and feedback

Success stories

What are success stories? Following a 'formula'

Writing success stories from your research – exercise and feedback

Interview roleplay exercise

In pairs, one person has the role of the scientist and one as the journalist. The 'journalist' will interview the 'researcher' and write a short news story from their findings. Roles will then be reversed and the exercise repeated.

Learning Objectives

The Training Course will cover the basic essential skills needed for successful communication, such as understanding your audience, writing, interviewing and working with the media.

At the end of the course you should be able to:

- explain why it is important for scientists to communicate
- identify key messages in your area of research
- understand that different audiences need different approaches when communicating science
- compare and contrast different modes of communicating science
- write confidently for different audiences
- understand the media and how it works
- compare and contrast different types and levels of media and their approaches to communicating
- improve your chances of getting your message into the media
- understand the structure of, and be able to write, a press release, a news story and a success story
- appreciate what it takes to interview and be interviewed.