

BBW ForWerts Workshop 18

Science communication

Workshop will be conducted fully online and will be divided in two parts:

1. Webinar: Basics of science communication
In cooperation with NaWik (Nationales Institut für **W**issenschaftskommunikation)

Date: **Thur. 30 July + Fri. 31 July 2020; 9:00 – 12:30** (via Zoom)

2. Web-Conference: Presentation of communication concept

Date: **Fri. 7 August, 10:00 – 12:00; 13:00 – 14:00** (via heiCONF)

The aim of the workshop is to:

- convey the basic knowledge in science communication and improve your presentation skills
- set up a frame for presenting your research results to your peers, exchange the ideas with them and get an additional feedback
- teach you how to develop communication concepts, when addressing public or politics

You will have an opportunity to apply the skills and knowledge you have gained to a practical example by giving a presentation on the third workshop day.

For this, you may freely choose the target audience (e.g. the colleagues in an interdisciplinary set-up, public or politics). The length of the presentation should not exceed 10 minutes.

If you would like to give a longer presentation, looking for support from your peers for a particular aspect of your work, please let us know. There is a limited number of time slots for longer talks (max. 20 min).

The participation is mandatory for those, who didn't present their project at a previous BBW ForWerts Workshop yet.

Learning objectives:

At the end of this course you will be able to:

- draw up your own core message
- develop a communication plan by using „NaWik arrow“ and basic communication guidelines
- apply the skills and knowledge you have gained to a practical example
- recognise main actors and target groups in science communication
- value the factors of trust and confidence in science