

Communicating science: Interacting successfully with the media and the public

How can you bring your research to the attention of the media and the public? What is interesting for the media, and how should you present it? And what are the benefits for you and for your institution?

In this workshop for PhD students and Postdocs, you will gain an insight into science communication, from press and public relations to your profile in the social media. You will learn how to better use methods and instruments of science communication for yourself, your research and your personal development.

Workshops goals

- get an overview of various tools and channels of science communication from traditional print media and radio to the most common online platforms (social media, blogs, websites, video channels, etc.) as well as innovative event formats
- take a look at possible goals and at the target groups that fit to you and your science communication best

- take the five steps to a tailored concept for your own topic
- find out how to successfully implement the measures
- discuss the “Guidelines for good science PR” and
- learn to anticipate and answer critical questions from journalists or the public

You may bring in your own topics and questions and work on them together with the other participants.

Notice

This workshop is held in cooperation with TU Braunschweig’s PostDoc-Programme.

