

RETREAT: Make an Impact! Science Communication & Outreach Activities

Dates: September 9/10 (2 full days)

Venue: Alte Schule Lübberstedt (aprox. 40km north of Bremen),

- room & board will be covered, accommodation will be provided in the Alte Schule Lübberstedt in double/triple rooms.

Goal of the workshop:

The participants get an insight into methods, how they simplify complex topics and make a personal reference to their topic visible. In addition, the scientists learn how to present complex contexts in different scenarios (e.g. Science Slam, Scientific Presentation, interdisciplinary audience etc...) in such a way that they become understandable to the respective public.

Schedule

Monday, Sept 9th

08:40	Departure NWB from Bremen Hbf, Arrival at 09:05 Station Lübberstedt (25min walk, 10min by bike or taxi transfer to Alte Schule Lübberstedt)
09:45– 13:15	workshop overview science communication in different formats principles of communication: content research breaking down for a lay audience how to deliver a story
13:15 – 14:00	lunch break
14:00 – 18:00	authenticity and personality in communication I: individual storytelling rhetoric know-how developing short talks feedback
	BBQ at the Alte Schule Lübberstedt

Tuesday, Sept 10th

09:00 – 11:00	presentation of yesterday's short talks camera and personal feedback
11:00 – 12:15	input and exercises on body language (posture, gestures etc.)
12:15 – 13:00	lunch break
13:00 – 17:00	authenticity and personality in communication II: body and voice talk laboratory input and exercises on camera performance feedback

Workshop times are estimated and can be negotiated. Content and order subject to change.

Please note: We want to use our resource in the best way and every place in this retreat costs around EUR 400 per Person. If you cancel on a short-notice or just “sneak in” for some parts of the workshop you take the place from another person. For this reason we ask you for your understanding that registration is binding and for the whole retreat.

Details

Module Science Communication:

- What will I realize, what inspires me for my project?
- How do I identify what the audience is interested in?
- How do I make a story from this?
- How do I represent my personal relationship to the research topic?
- How do I break down complex issues without being inaccurate or distorting content?
- What do I best explain with the help of metaphors, and how do I find such metaphors?
- What other stylistic devices are available to me? Is joke the key to success?
- How do I formulate appealing sentences?
- How do I get the most out of PowerPoint presentations or other tools to add real value?
- How do I adjust to different target audiences?

Module body language / voice

- How do I perform confidently and easily in the lecture?
- What can I do about stage fright?
- What does my body language say and how do I consciously use it?
- How do I speak understandably and captivatingly?
- How do I use my breath and voice for an authentic performance?

Module camera

- Which rules apply to a performance in front of the camera?
- How do I use glances, gestures and movements for a video?
- What should be considered when speaking in front of the camera?
- What technical characteristics do I have to know for the video appearance?

Lecturers

Dr. Julia Offe, born in 1973, molecular biologist, science communicator and co-founder of the format Science Slam. Through her PhD and many years of research (MPI of Immunobiology, Freiburg, MPI of Biochemistry, Martinsried, Center for Molecular Neurobiology, Hamburg, Zoological Institute, University of Hamburg) she is very familiar with the day-to-day work of scientists. Through many years of freelance work in the laboratory journal and freelance work as a science communicator, she knows the challenges of presenting complex topics in a generally understandable way.

Andreas Laurenz Maier, born in 1973, actor and personal coach. In addition to his appearances in numerous productions for film, television and stage, he regularly gives workshops with a focus on authentic stage presence and appealing presentation. Andreas Laurenz Maier has moderated the Science Slam in Cologne since 2010.

The two have already conducted more than 20 workshops together since 2012, both in German and in English.