



Science communication workshop

Workshop Description

In this workshop, you will develop practical storytelling techniques that help you communicate the core of your research effectively across a range of contexts, including oral presentations, written abstracts, public engagement activities (such as science slams and science festivals), and interactions with journalists.

Learning Outcomes

By the end of this interactive workshop, you will:

- Explore the principles of storytelling: from its scientific foundations and applications in science communication to its persuasive potential and ethical considerations.
- Develop compelling narrative structures, establish a clear storyline, and build an effective dramatic arc.
- Refine your communication through constructive peer feedback and collaborative work on memorable wording, metaphors, and analogies, creating a practical toolkit of narrative techniques for both written and oral communication.

Topics Covered

- Rhetorical and narrative techniques for designing impactful presentations and persuasive project descriptions
- Translating abstract scientific concepts into engaging narratives
- How can the impact of storytelling on audiences be studied empirically?
- Strategies for capturing and maintaining audience attention
- The challenge of being authentic in front of an audience
- Body language, stage presence, voice and rhythm

The workshop will be conducted in English. However, participants are welcome to give their presentations and complete practical exercises in either English or German.