

## Storytelling for scientists

<b>Duration:</b>	Equivalent of 2 workshop days. This course includes 2 live webinar sessions.
<b>Date:</b>	<b>23-26 Feb. 2021,</b>
<b>Live webinar sessions:</b>	<b>23 Feb. and 26 Feb. at 9.30-12.00 AM</b>
<b>Course type:</b>	20% theory, 80% practical work
<b>Trainer:</b>	Karin Bodewits



We all enjoy a good story, whether it's during a presentation, a job interview, a conference coffee break, or simply during a pub night. Why? It activates the same areas of our brain that would be activated during the actual event. Consequently, audiences feel so much more engaged when they hear a narrative about your real-life experiences as researcher or how you finally chased that superbug down. Much more than if you monotonously talk them through a list of bullet points on a power point slide. But to be understood when talking about one's own research work, let alone to speak about yourself, is not easy for many researchers. During this seminar, you learn to enchant a wide range of audiences with science stories and to captivate a lay audience with complex research results. Because... speaking science can be magical!

### Content

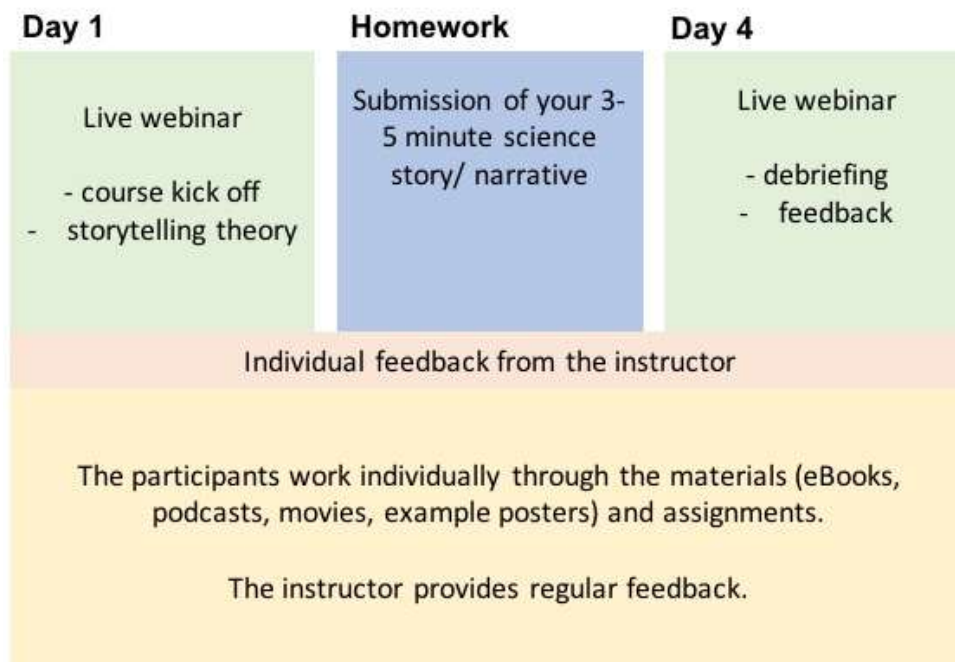
- The power of storytelling
- Get some inspiration: great science storytellers of today
- Bringing your science across using stories
- What makes a good story? About conflicts, resolutions and hero narratives
- True or fictional stories
- Craft your narrative
- Real science by humans vs. dead science by robots: the emotions in your story (from heart-breaking to hilarious)
- Engage you public

- Translating complicated concepts that are jargon-heavy into terms and ideas a lay audience can understand
- Story transportation vehicles: emotionality, humour, curiosity and surprise up to the climax/ main message
- Integrating your story into your conference presentations

## Methods

We will have 2 live-webinars of 2,5 hours. Between the webinars you will spend time on the online learning platform of NaturalScience.Careers. After the seminar you will have an additional 3 weeks access to the platform.

## Course flow



## Format

The course will be given online via Zoom. Participants need a laptop or desktop computer incl. video conferencing tools (webcam, speaker/headphone) and a good internet connection. Access to the online learning platform will be given at the first day of the course. Participants are expected to turn on their cameras for the full duration of the course. Please sign up only, if you agree to show yourself to the others.

## About making notes during the course

All participants receive a script of the course in PDF format for offline and future use so that they can work through the material offline as well as after the course.