

Storytelling for scientists

Duration:	Equivalent of 1 workshop days. This course includes 2 live webinar sessions.
Course type:	40% theory, 60% practical work



We all enjoy a good story, whether it's during a presentation, a job interview, a conference coffee break, or simply while scrolling through social media. 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 share stories, 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!

You'll learn:

- to craft fictional and true stories for a variety of settings
- to integrate your stories in scientific presentations and publications
- to bring your science across using stories
- to tell an engaging story

Course flow

This course consists of 2 live webinars and an online learning platform with 4 hours of homework (eBooks, movies, podcasts and exercises.)

Mon. (12.4.2021), 12.00-14.00 AM CET

Live webinar

Mon. (19.4.2021), 12.00-14.00 AM CET

Live webinar

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.

About the trainer

Dr. Karin Bodewits comes from the Netherlands where she studied Biology. After spending some time at Puleva Biotech in Spain and Unilever in China, she completed a PhD in Biochemistry at the University of Edinburgh. In 2012, she founded the successful company

NaturalScience.careers, a seminar and talk provider for natural- and life scientists. In this function, she became book author, short story writer, speaker and seminar leader and published a wide range of career and soft skills related articles in magazines like *Chemistry World* and *Naturejobs*. She writes the Career Fables for *Science Careers*.

