

MARUM / GLOMAR Soft Skill Course:

Communicate Your Science

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Press Officer, Public Relations

MARUM – Center for Marine Environmental Sciences

4 – 6 March 2013, MARUM, Bremen and Hamburg

Objectives

Scientists are frequently required to transfer their knowledge to non-scientists, colleagues from other disciplines as well as young scientists or even school children. Making themselves understood to different groups of non-experts requires similar proficiencies. The success of scientists' efforts to teach, acquire research funds, work in interdisciplinary environments as well as to reach out to the public and to raise awareness for important issues heavily depends on their skills to present their expert knowledge in an *interesting* and *accessible* way.

This course will give a first introduction into the art of knowledge-transfer, science communication, and public outreach.

Programme

Monday, 4 March 2013: Introduction / Social media

09.00 – 12.30 How to benefit from science communication – Outreach activities at MARUM

Preparation of media visits

12.30 – 14.00 lunch break

14.00 GLOMAR Seminar*: The art of blogging – How to communicate via social media (Marc Scheloske; <http://www.scheloske.net/>)

** this part of the course is open to everyone interested (see separate announcement)*

Tuesday, 5 March 2013: Media visits Hamburg

- a) Der Spiegel – A key player in the German online news market
- b) DIE ZEIT – The major weekly German newspaper

Wednesday, 6 March 2013: Writing exercises

Science in a nutshell – Writing exercises: How to address scientific and non-scientific audiences

Location

4 and 6 March 2012:

MARUM, University of Bremen, 28359 Bremen, Germany, Room 2070

Time

09.00 – 17.00

To subscribe

Please send a mail to Christina Klose (glomar-courses@marum.de). Please give your name, status (PhD student, Postdoc or Master Student), institute / university and research area / working group as well as your field of study.

In your registration, please state whether you plan to attend the GLOMAR Seminar on 18 February.