

REGISTER UNTIL APRIL 1, 2022

Invitation

Workshop: Science Communication

In our medialised world, the art of science communication is becoming increasingly important for researchers. How can scientists share their knowledge in a fascinating way? What kind of stories mesmerize a non-scientific audience? And which medium is the best choice to transport these stories? These and many more questions will be answered during this 3-day interactive workshop. The course is designed for PhD students and postdocs related to the German LHC groups. The following overview shows some of the topics, that will be discussed.

Day 1: The Basics

- Who are the actors in science communication?
- What are the specifics for communicating particle physics?
- What distinguishes communication with other scientists from communication with non-specialists?
- Why is this important for your career?

Day 2: Successful Examples

- different communication channels (e.g. lectures, social media, TV etc.)
- What effort is involved with which medium?
- Which target groups can be reached?
- How do you convey scientific content?
- How do you formulate a core message?

Day 3: Create your Own

- Participants will have to design their own communication module, which will be presented on day 3.
- feedback from trainer and group

Dates

3 interactive webinars
April 20, 2022 | 9 am - 1 pm
April 22, 2022 | 9 am - 1 pm
April 27, 2022 | 9 am - 1 pm

Place

This is an online event. The workshop will be hosted on Zoom.
Upon registration you will receive the necessary information.

Fees

The participation in this event is free of charge for PhD students and postdocs related to one of the German LHC ErUM-FSP groups (ALICE, ATLAS, CMS & LHCb).

Language of instruction

English

Your Coach



Dr. Jens Kube

Dr. Jens Kube has been working as a science communicator since 2003, initially in the press office of the Alfred Wegener Institute for Polar and Marine Research, and later as head of science communications at the project management agency of DESY. Since 2016, he has been self-employed and offers a broad portfolio of services in science PR and science journalism. He studied physics in Erlangen and Göttingen and holds a PhD in astrophysics. He launched one of the first research podcasts in 2008: „...heute schon geforscht?“ by Welt der Physik. He gives workshops several times a year on various aspects of science communication with a focus on presentation, personal career strategy, social media and multimedia content creation.

Registration

The number of participants is limited. We advise you to register as soon as possible. To register for this workshop, please use the [indico registration form](https://indico.cern.ch/event/1126225/) (<https://indico.cern.ch/event/1126225/>). Please be advised, that the registration has to be confirmed individually by the LHC ErUM-FSP office. Please remember to cancel your registration in a timely manner, if you are unable to attend after all.

Data Protection Notice

By registering for this workshop, you thereby give your consent for the collection, processing and use of your personal data (e.g. name, email address and status) in the context of this event. You agree, that this information may be passed on to other service providers, who are involved in organizing this workshop. The LHC ErUM-FSP office may use your data to send you information regarding this or future events. You have the right to withdraw this approval at any time. For withdrawing your approval, please send an email to info@lhc-deutschland.de.