

Make Science Make Sense - communicating your research with non-experts

There are many reasons for communicating your research with non-experts. For example, you might need to collaborate with scientists from other disciplines who do not share your expertise, or you might just want to tell your parents about your research. In both cases, you will need to find a way to make your work accessible and engaging for your audience. You might also want to talk about your science with the general public, especially if your work will have an impact on people's lives. We need the public to understand, engage with and support science.

In this workshop you will learn to craft engaging messages about your research. Fortunately, you will find that you already have many of the skills you need. We will work together to improve and apply those skills in a new context, to identify and communicate the aspects of your science that are interesting or pertinent to different audiences. We will also explore the important reasons for you to communicate your research more widely.

Trainer: Samuel Caddick, Gesellschaft zur Förderung der Lebenswissenschaften Heidelberg GmbH, Germany.

About the trainer: Samuel Caddick completed a PhD in plant molecular biology at the University of East Anglia in 2005. After 2 years as a postdoc, he moved to Germany to work as Assistant Features Editor for the scientific journal EMBO Reports. At the journal, he commissioned and edited articles describing the interaction between scientific research and society, with a particular interest in new ways to communicate science with the general public. In 2017 he became a trainer and project coordinator at [GFLW](#), a non-profit company that delivers leadership, management and communication training for scientists on EMBO's behalf. He now spends his time helping scientists develop their leadership and communication skills to enhance their research, careers and job satisfaction.

Career planning for research bioscientists

Career planning is something of a contradiction in terms; it is hard to plan something when there are so many variables. However, using theoretical models of career planning as a framework for this workshop, participants will learn about the key factors which will help them to add structure to their career plans, whilst being aware of how to respond to unplanned events. We will examine a range of career sectors, within and outside of academia and how to link personal interests and skills into the process of career decision making. The workshop will also include practical strategies for effective job seeking and information resources will be available to take away.

Trainer: Sarah Blackford, Head of Education & Public Affairs, Society for Experimental Biology, UK

About the trainer: Sarah Blackford is the head of Education & Public Affairs for the Society for Experimental Biology, an international learned society. A professional scientific careers adviser (MA, Warwick University), and with a background in research and publishing, Sarah provides a wide range of career support to doctoral students and early career researchers. She has been delivering specialized career workshops and one-to-one coaching for over a decade and is the author of 'Career planning for research bioscientists'. She is one of the founding members of [CARE](#), a network of careers advisers supporting researchers in Europe. Much of her advice and resources are published on her blog, www.biosciencecareers.org.