

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: Billy Uber, Leadership Sculptor GmbH®, Germany.

About the trainer: Billy Uber studied Chemical Engineering and Journalism at the University of Wisconsin in the USA. After working in R & D as a development engineer and then as a free-lance writer for more than a decade, he returned to school to study early childhood education and become a Montessori classroom director. In 1998, he fell in love, got married, and moved to Germany. There, he continued to teach, while also extending his qualifications to include mediation, coaching, and organizational development. Since 2009, he has worked as a consultant for Leadership Sculptor GmbH®. His work here has been to help scientists accelerate their professional development by improving their skills in leadership, scientific writing, presenting, time management, and project management. During this time, he has led some 120 workshops for more than 1000 ambitious young researchers throughout Europe.

“The most exciting thing for me is to be at the edge of the growth curve—whether mine or that of someone I’m working with. When the penny drops and the light goes on, then I know I’m in the right place.”

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.