

Organiser:

The workshop is provided by Tutech Innovation GmbH, a company owned jointly by Hamburg University of Technology (TUHH) and the Free and Hanseatic City of Hamburg whose mission is to promote effective transfer and exploitation of scientific and technical knowledge.

Venue:

At the premises of
Tutech Innovation GmbH
Harburger Schloßstraße 6-12
21079 Hamburg, Germany

Fees:

Workshop € 595 (VAT included) includes copy of materials, lunch and refreshments.

Conditions for registration and participation in events:

You may cancel your registration and withdraw from the contract on payment of a handling fee of € 50 (+ VAT) up to two weeks before the date of the event. Cancellations must be made in writing. In the case of later cancellations received up to a week before the date of the event, half of the participation fee will be charged; after this the full fee will be charged. An exception will be made if a substitute participant is sent.

[Conditions of participation](#)

Further Information:

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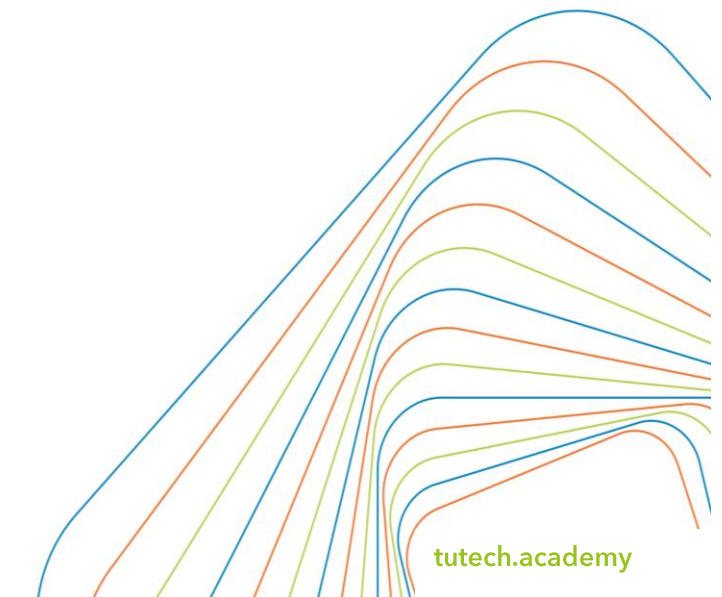
[Registration](#)



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Talking to the media: An introduction to science communication

20 February 2020



Content and Aim of the Workshop

If you've made an important research breakthrough, other people should know about it. Of course your peers are important, but what about the wider world? The terms of your research funding may also require you to disseminate your results publicly.

Workshop themes

This workshop looks at how journalists work and at how to tell your story succinctly and clearly so that a non-specialist audience will understand you. It also covers press release writing, dealing with controversial issues and devising a media strategy and incorporates several hands-on practice sessions.

Workshop format

The workshop will follow the form of interactive presentations, group exercises and discussion. The approach will be flexible in order to address the concerns and interests of the participants who are encouraged to bring their own examples. The language of presentations will be English.

Target group

Early-stage researchers, e.g. PhD candidates or postdocs; research project partners who are responsible for disseminating results.

The course is limited to 16 participants.

Programme

09:00 Registration and morning coffee

09:30 Introduction to workshop and tour de table - icebreaker exercise

- ▶ Telling your story simply
- ▶ Draft a non-specialist article about your research
- ▶ Key elements of a good press release

13:00 - 14:00 Lunch

- ▶ Dealing with controversial issues
- ▶ Setting up a media strategy
- ▶ Summary, conclusions, feedback Q&A

16:30 Close

Timings are indicative only



Trainer

The workshop will be given by **Jo Dawes**.

Jo Dawes is a British journalist with an honours degree in modern languages and has worked since 2006 as a self-employed writer, editor and translator.

After graduating with a BA (Hons) in German and French from the University of London, she worked for ten years on the editorial teams of a leading London picture agency and specialist publications in the agricultural and countryside sector. She has lived in northern Germany since 1994 and ran the press and public affairs section of the British Consulate General in Hamburg until its closure in 2006.