

Advanced Science Communication

Training course overview

Focus

Recognising the importance of an appropriate communication strategy to put Actions results on the map, COST is organising training workshops for Action Chairs and Vice-Chairs. In collaboration with Ecsite, the European Network of Science Centres and Museums, this course will furnish you with the tools you need to communicate your research results even more effectively, both to your colleagues in the science community and beyond.

The COST-Ecsite partnership offers you the best combination of competencies in the field of scientific collaboration and communication to enhance your capacity to communicate and build stronger partnerships.

Added value

COST strives on building European science networks and avidly supports better science communication. This course is attractive on many levels. You will learn more about funding opportunities and influencing decision-makers. Thanks to guidance from science communication specialists, you can position yourself as an expert and gain visibility within the scientific community and enhance your reputation beyond your own field of expertise. Last but not least, you will develop the right communication strategy to reach all relevant audiences effectively: politicians, researchers in other fields, the media, the public, funding agencies, scientific networks and others.

Learning points

The benefits of this training are countless. A hand-on learning approach will give an all-new perspective to science communication. By taking part in these activities, you will:

- Increase the effectiveness of your communication strategy
- Fine-tune your skills to better communicate with non-specialist audiences
- Handle challenging and ill-informed questions with ease and confidence
- Deal with controversial topics in contemporary scientific issues
- Tailor the message and the communication tools to the audience you want to reach with the help of the trainers' experience and expertise
- Gain tips and ideas to involve and coach junior scientists in communicating scientific topics
- Learn about different communication tools and live activities used in science centres and museums and understand how these can be applied to your Action
- Find out more about the public's perception of science measured by European studies
- Advance your presentation skills and learn new techniques to catch the audience's attention

- Get to know the Ecsite network of science communication professionals and benefit from a wide variety of contacts to enrich your Action
- Add value to your network by diversifying your contacts thanks to Ecsite's expertise
- Benefit from Ecsite's wide spectrum of experiences to learn to tailor your message to the audience you want to reach

Who is it for?

This training course is aimed at COST Action Chairs and Vice-chairs. These are senior level scientists experienced in research and communicating information among peers who coordinate international research projects and communicate scientific results. Additional senior scientists interested in public communication from the Ecsite network are invited to participate while places are still available.

This Advanced Science Communication training course is for you who:

- Have in-depth knowledge of your subject of expertise
- Regularly communicate with your peers
- Coordinate an international research project that requires you to disseminate the results
- Work on a subject that could be interesting for a wider public and/or is potentially controversial
- Recognise that networking will help you disseminate your results in an effective way that is not too time-consuming
- Work with junior scientists and need to involve them in dissemination activities
- Want to communicate effectively with non-experts, such as the public at conferences/events to make sure your message comes through correctly

Format and style

Two experienced trainers introduce the subjects and moderate the discussion. Practical exercises and group work allow participants to adapt the results to their own specific needs and to the specificity of their subject. The course will be given in English. The programme is flexible in format and content so it can be fine-tuned to participants' needs and interests.

The trainers will help create a dynamic atmosphere in the group with open discussions. Participants will present concrete examples from their professional experience to discuss with the group, the trainers will be on hand to offer one-on-one coaching and personalised feedback. It will be an excellent opportunity to learn while networking.

Travel and accommodation

The training course is fully financed by COST, therefore COST Chairs and Vice-Chairs, as well as a small number of senior scientists from the Ecsite network are invited to participate free of charge.

A block booking will be made for all participants who require accommodation. Participants are requested to make their own travel arrangements; COST Chairs and Vice-Chairs will be reimbursed for their travel and hotel following the COST guidelines. Additional participants travel at their own expense.