



INSIGHTS skills training: Meeting the press

Timetable (preliminary)

Module I

9.00 a.m. – 9.10 a.m.	Welcome and introduction to INSIGHTS (Max Peukert)
9.10 a.m. – 09.40 a.m.	Basics of media communication for scientists
09.40 a.m. – 10.25 a.m.	Exercise: talking about your own project with feedback round
10.25 a.m. – 10.35 a.m.	COFFEE BREAK

Module II

10.35 a.m. – 11.15 a.m.	Best practice input and discussions <ul style="list-style-type: none">• Scientific language vs. media language• Strategic communication
11.15 a.m. – 12.15 a.m.	Exercise: interview preparation with evaluation
12.15 a.m. – 1 p.m.	LUNCH BREAK

Module III

1 p.m. – 3 p.m.	Press conference <ul style="list-style-type: none">• Simulation• Feedback session• Conclusion
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