

# INSIGHTS skills training: Communicating science and creating impact



## Timetable

### Module I (with Markus Weißkopf)

9.00 a.m. – 9.10 a.m.	Welcome and introduction to INSIGHTS (Harald Wilkoszewski and Max Peukert)
9.10 a.m. – 10.00 a.m.	What is good science communication? <ul style="list-style-type: none"><li>• Brainstorming</li><li>• Input on guidelines for good science communication (Markus Weißkopf)</li></ul>
10.00 a.m. – 10.40 a.m.	Audiences of science communication <ul style="list-style-type: none"><li>• Quiz on a flipchart, with a brown paper that gets filled with every “correct” answer</li></ul>
10.40 a.m. – 10.50 a.m.	COFFEE BREAK
10.50 a.m. – 12.15 a.m.	Best practice discussions (Markus Weißkopf and Rebecca Winkels) <ul style="list-style-type: none"><li>• Discussion: What is your research topic and your key message? Why could this be interesting for a broader audience?</li><li>• Input on basic principles and current discourses in science communication based on #factorywisskomm (Markus Weißkopf)</li></ul>
12.15 a.m. – 1 p.m.	LUNCH BREAK

### Module II (with Rebecca Winkels)

1 p.m. – 3 p.m.	How to communicate your research in practice? <ul style="list-style-type: none"><li>• Input regarding social media and media outlets (Rebecca Winkels)</li><li>• Questionnaire to find your communication type</li><li>• Moderated group discussion about own communication efforts and role expectations</li></ul>
-----------------	---