

Proposed Course Agenda

Time	Activity	Description of activities
09:00	Arrival, registration	
09:15-09:45	Lecture: Key principles of communicating research; developing a communication strategy	<ul style="list-style-type: none"> • Fundamental principles of research communication • Thinking strategically: planning the outcomes of your communications and designing your approach • Making your research accessible; how to structure a non-specialist explanation of your work
09:45-10:15	Case studies workshop: Language and audiences	<ul style="list-style-type: none"> • Effective use of language: case studies • The “So what?” factor: how to make your research appeal to different audiences: case studies
10:15-10:45	Practical workshop: Communicating with entrepreneurs	<ul style="list-style-type: none"> • What entrepreneurs look for in collaborations with researchers • Exercise: prepare a 2-minute “pitch” about your research for an audience of entrepreneurs
10:45-11:00	<i>Coffee break</i>	
11:00-12:30	Practical workshop: presentation exercise in the style of “ <i>Dragons’ Den: jak zostać milionerem</i> ”.	<ul style="list-style-type: none"> • Delegates take it in turns to present their 2-minute pitches to the group. Trainers and volunteer delegates play the role of entrepreneur “dragons”. • “Dragons” ask each delegate questions about the presentation, trainers then give feedback • Advice on dealing with question and answer sessions
12:30-13:30	<i>Lunch</i>	
13:30-14:00	Lecture and case studies: Communicating with journalists	<ul style="list-style-type: none"> • How research gets into the media, what journalists look for in a story (at a national and international level) • The role of press releases and press officers • Case studies: How to make research appeal to journalists and the public
14:00-14:45	Practical workshop: Writing a press release	<ul style="list-style-type: none"> • Delegates draft the start of a press release about their research for the attention of international journalists • Working in pairs, delegates edit each-other’s press release, while trainers circulate and give feedback
14:45 -15:00	Short lecture: Dealing with media interviews	<ul style="list-style-type: none"> • What journalists want; how to prepare for interviews • Dealing with difficult questions • How to reduce the risk of being misrepresented
15:00-15:15	<i>Tea break</i>	

Time	Activity	Description of activities
15:15-16:00	Case studies workshop: Broadcast media basics	<ul style="list-style-type: none"> • Key differences between print media and broadcast (radio, TV): case studies • What TV crews want. How to present yourself on TV.
16:00 - 17:00	Practical workshop: TV interview simulations	<ul style="list-style-type: none"> • Delegates split into 2 groups (one group per trainer) • Each delegate is filmed during a simulated TV interview with a journalist • Trainers give feedback
17:00 - 17:15	Final discussion	<ul style="list-style-type: none"> • Recap of the day, discussion of any questions