MAGKS Course

Science Communication and Research Consulting

Prof. Dr. Felix Roesel (TU Braunschweig)

08 March 2027 to 10 March 2027
TU Braunschweig, Institute of Economics (Spielmannstr. 9, 38106 Braunschweig)

Content

This course provides a hands-on training in science communication. You will learn how to bridge the gap between science and the public in writing, data visualization, and talking. The course combines theory, expert experience, and interactive workshop elements. We will craft and polish policy papers, press releases, elevator pitches, and interviews.

Requirements

Please bring one of your own research papers (if not yet available: Master thesis).

Language

English (German on demand, for example in the workshop part).

Exam/ECTS

Participants earn 6 ECTS when they craft a presentation, write a press release, and participate actively during the course. The workload includes studying the course literature.

Capacity and registration

To make this an effective workshop, the course is limited to **12 participants**. First-come-first-served applies. Please register via the MAGKS website: `https://magks.de/courses/registration/`

Literature

Aines, R. D., & Aines, A. L. (2019). Championing science: Communicating your ideas to decision makers. University of California Press.

Bertemes, J. P., Haan, S., & Hans, D. (Eds.). (2024). 50 Essentials on Science Communication. De Gruyter Mouton.

Schimel, J. (2012). Writing science: how to write papers that get cited and proposals that get funded. Oxford University Press.

Schedule

Day	Time	Topic
08 March 2027	*Morning Session: Introduction*	
	10:00–10:30	1. Welcome and Overview
	10:30–11:15	2. Understanding Your Audience
	11:15–12:00	3. Compelling Narratives
	12:00–13:00	Lunch (Mensa)
	Afternoon Session: Writing	
	13:00–14:00	4. Data Visualization
	14:00–14:30	5. Policy Paper
	14:30–15:00	6. Press Release
	15:00–17:00	Workshop I
	Social Program	
	19:00–21:00	Get-together
09 March 2027	*Morning Session: Hands-on*	
	10:00–12:00	Presentations/Feedback (from Workshop I)
	12:00–13:00	Lunch (Mensa)
	Afternoon Session: Talking	
	13:00–14:00	7. Elevator Pitch
	14:00–15:00	8. Interview
	15:00–17:00	Workshop II
	Social Program	
	19:00–21:00	Workshop Dinner
10 March 2027	*Morning Session: Hands-on*	
	10:00–11:30	Presentations/Feedback (from Workshop II)
	11:30–12:00	9. Conclusions

The program includes coffee breaks and a social program. All locations will be announced before the workshop.

Contact

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