

TUESDAY
JULY 3, 2018

#LETSTALKSCIENCE

LET'S TALK

SCIENCE!

VISUAL HARVESTING:
@koen_vde

• SUMMERSCHOOL ON
SCIENCE COMMUNICATION •

FROM SCICOMM TO IMPACT

make a PLAN!

- 1. START AT THE BEGINNING (what's your origin story?)
- 2. OPEN SCIENCE
- 3. DEFINE THE IMPACT
- 4. IDENTIFY STAKEHOLDERS
- 5. IDENTIFY STORIES
- 6. IDENTIFY PLATFORMS
- 7. IDENTIFY EXPERTISE & RESPONSIBILITIES
- 8. PERSEVERE EVALUATE ADAPT

what's your digital footprint?
what's your digital shadow?

PEOPLE LOVE

STORYTELLING!

PUT YOUR
KEY MESSAGE FIRST!



CHECK YOUR STORY & KILL YOUR DARLINGS

THE MORE WORK YOU DO, THE MORE CHANCE THE MEDIA WILL PICK IT UP!

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ESTHER DE SMET
@RESEARCHUGENT

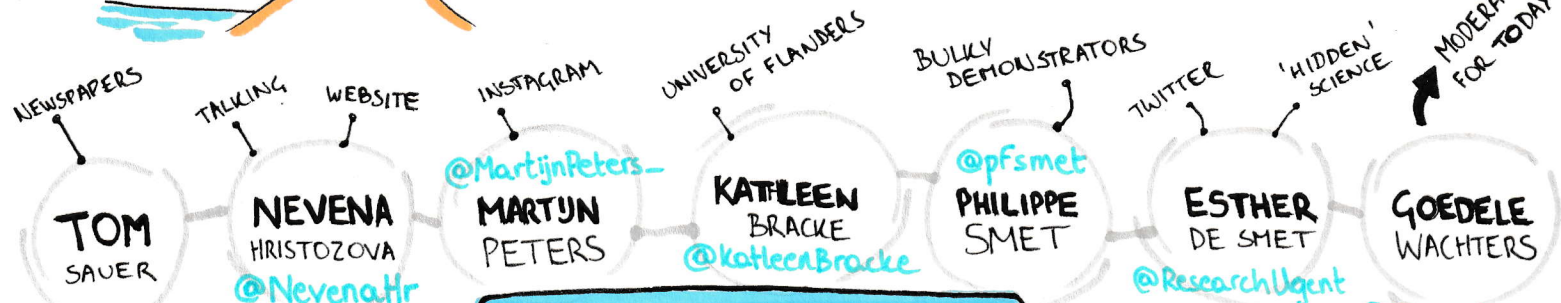
FIND YOUR PASSIONS
BE REBELLIOUS!
YOUR PROFESSOR IS NOT A GOD
BE PRO-ACTIVE & JUMP IN WHENEVER POSSIBLE

TALK ABOUT YOUR FAILURES TOO!

HOW ABOUT REALITY TV WITH SCIENTISTS?

LEARNING TO COMMUNICATE HELPS YOUR FUTURE CAREER!

TALK TO EVERYONE!
CHILDREN
GENERAL PUBLIC
STAKEHOLDERS



PANEL DISCUSSION!