Workshop: Self-Presentation in Science: Successfully Communicating my Research and Me

Date & Time: Mon-Tue, 15.-16.06.2020, 10.00–17.00 h
Venue: Ruhr-Universität Bochum, RUB Research School, Forum Nord-Ost Ebene 01 Raum 135 (FNO 01/135), Universitätsstr. 150, 44801 Bochum

Target group: Postdocs of all research fields of the UA Ruhr
Trainer: Kathrin Keune

Register by 1 June 2020: https://www.research-school.rub.de/index.php?id=3040 (max. 12 participants)

Workshop Description

The focus lies on self-marketing strategies and professional performance in scientific settings such as international conferences or meetings with peers and other researchers. The workshop is designed to improve your individual performance by successfully communicating and discussing your research, your expertise and professional achievements.

First, you evaluate your professional skills and strategies so that a confident performance at conferences and meetings is backed-up with concrete achievements. Through different tools such as the elevator pitch and a storylike presentation you learn how to engage other people in a meaningful presentation of your own work, how to make them trust in your research expertise and ideas and how to discuss your research with confidence. You identify a convincing and authentic style to increase your visibility in the science community. Lastly, your physical appearance concerning body language and vocal expression are being developed to round up your professional and convincing self-presentation.

From a change in perspective of what self-presentation should be to working on body language and personal performance style, this workshop will uncover and practice one’s own successful approach:

- Framing research: Why should others be interested in me and my research?
- Elevator pitch to introduce professional work.
- Storyboard: How to present my research in a story-like form e.g. at a poster or a conference dinner?
- Discussing my own research with confidence.
- Body language and self-confident appearance.
- Video feedback.
This workshop is particularly helpful for researchers who would like to explore their skills in a confidence-building environment, in which solutions are found for each individual style and character.

**Trainer**

Kathrin Keune, coach and performing artist, holds a Master’s degree in Expressive Arts Therapy, Coaching and Education and earned a B.A. in the performing arts. She worked in a San Diego based medical research laboratory throughout her 6 year stay in Southern California, USA. Kathrin offered trainings on scientific presentation and communication at different American and German universities.