

360° SciComm

7 and 8 February 2024, 12:30 - 16:30 CET

Science communication has continued to develop and professionalise significantly in recent years. Its importance for creating an informed public that trusts science and scientific expertise has become clear for science and politics alike.

Scientists and professional communicators can choose from a variety of different channels and communication formats. But how can they decide which format is best suited to reach their desired target group? What exactly constitutes "good science communication" against the backdrop of major societal challenges and transformation processes?

In this workshop, participants will learn about the development of science communication, gain an overview of different formats and communication strategies, and learn how to shape the future of science communication through practical exercises.

The digital workshop supports the participants with a mixture of theoretical impulses, individual work phases and group discussions on the results.

Agenda

7 February

12:30 - 13:00	INTRODUCTION, EXPECTATIONS
13:00 - 13:15	DEVELOPMENT OF SCIENCE COMMUNICATION
13:15 - 13:55	COMMUNICATION STRATEGY I: SENDER AND TOPIC
13:55 - 14:30	COMMUNICATION STRATEGY II: GOALS
14:30 - 15:00	COFFEE BREAK
15:00 - 15:45	COMMUNICATION STRATEGY III: DEFINING TARGET GROUPS
15:45 - 16:05	(DIGITAL) FORMATS AND SOCIAL MEDIA
16:05 - 16:25	TOPIC IDENTIFICATION
16:25 - 16:30	WRAP-UP, FEEDBACK, OUTLOOK

8 February

12:30 - 13:00	RECAP, AGENDA, ELEVATOR PITCHES
13:00 - 13:15	FORMATS IN THE SPOTLIGHT
13:15 - 14:00	CONCEPT PHASE I: ANALOGUE / DIGITAL FORMATS
14:00 - 14:30	COFFEE BREAK
14:30 - 15:00	PRESENTATION
15:00 - 15:15	INPUT: SCIENCE COMMUNICATION ON SOCIAL MEDIA
15:15 - 15:45	CONCEPTION PHASE II: SOCIAL MEDIA POST/CAMPAIGN
15:45 - 16:15	PRESENTATION
16:15 - 16:30	OUTLOOK: WHERE DEVELOPMENTS IN SCICOMM SHOULD IDEALLY LEAD
	WRAP UP

[Michael Wingers](#) is project lead of the projects [Wissenschaftskommunikation.de](#), a meta-level digital platform dealing with science communication, and [Fast Forward Science](#), a multimedia competition for science, at [Wissenschaft im Dialog \(WiD\)](#) in Berlin. He holds two master degrees in Politics and Public Administration from the University of Konstanz and in International Politics of East Asia from the University of Warwick. He has a keen interest in communication strategy, target groups and science communication formats. As head of the WiD workshop team, Michael gives workshops for various stakeholders such as research institutes, postgraduate programmes and communication departments on a regular basis.

[Janne Steenbeck](#) works as a project manager at [Wissenschaft im Dialog](#) for the [Fast Forward Science](#) competition, which honors outstanding scientific contributions on social media every year. As part of the WiD workshop team, she regularly gives workshops for communicating researchers and professional communicators. Janne has a degree in cultural studies and is active in the field of performative knowledge transfer.