



Annex I

Workshop: Effective Science Communication A joint initiative of EURAXESS Links ASEAN and the Delegation of the European Union to Indonesia and Brunei Darussalam

**Friday, 30 October, 2015
InterContinental MidPlaza Hotel
Jl. Jend. Sudirman Kav.10-11, Jakarta 10220, Indonesia**

The workshop:

- A comprehensive and interactive full-day science communication workshop with Dr Sanna Fowler, a communication expert and experienced trainer from École Polytechnique Fédérale de Lausanne (EPFL) in Switzerland. The workshop will provide the participants with a comprehensive set of skills needed for effective communication of their research ideas towards a wide and variable audience.
- The workshop will mix theoretical learning with hands-on sessions. Teamwork, co-creation and feedback will be a central part of the process.
- The event can accommodate up to 50 participants. The application will be closed once it has reached 50 eligible participants.
- Please see attached for the programme details.

Concept:

- Create a fun and interactive one-day communication workshop for a group of bright and motivated young researchers. The workshop will cover the range of skills needed to enable the researchers to effectively promote themselves, to define the impact of their research, and to communicate their science to a wide and variable audience, using the plethora of tools available today.
- The workshop will mix information and hands on sessions and will take into consideration the fact that the participants may be non-native English speakers. There will be opportunities for individuals to improve their communication skills, applying the lessons learnt in the information sessions. Teamwork, co-creation and feedback will be a central part of the process.

Costs:

- Participation in the workshop will be free of charge. Meals are included in the programme.
- Participants must cover their own travel and/or accommodation costs.

Eligibility of workshop participants:

- This event is open to researchers of any discipline and any nationality who are actively engaged at public or private institutions of higher education and research in Indonesia.
- Eligible applicants should have a PhD and up to 5 years of post-doctoral research experience or at least in the middle of doing their PhD degrees.
- Participants should be actively involved in research and have an interest in connecting and cooperating with Europe.

- In order to ensure maximum participation from various institutions, only one representative from one institution is allowed to participate.

Application process:

Interested candidates are invited to submit the following:

- Academic C.V. (no longer than 2 pages)
- A half-page statement detailing your interest and current plans for a research stay in Europe OR a research collaboration with research partners in Europe

Application deadline is: **15 October 2015**

Applications should be submitted electronically by email to Ms Inesa Muliadi at email address: Inesa.muliadi@ehf-Indonesia.org

The organiser reserves the rights to select eligible participants and the registration will be closed once the number of eligible participants reached 50, even when it is earlier than 15 October 2015.

Only participants receiving positive email confirmation from the organiser will be accepted into the workshop.

Programme

Workshop: Effective Science Communication

09.00 – 09.05 Welcome Remarks by the EU Delegation to Indonesia and Brunei Darussalam

09.05 – 10.00 Session 1: What am I Doing Here (Defining the Impact of your Research)

Young researchers are under pressure to get results, write a thesis, and publish – they are often responsible for setting up models or experimental tools, and this is usually their main focus. In the intense day to day of experiments, they often lose site of the bigger picture of what their work will ultimately contribute to...In short, they may feel like a small piece of the puzzle but not qualified to give opinion on the whole story

Goals:

- Identifying the ultimate bigger goals of their research
- Widening their understanding of who or what may ultimately benefit
- Empowering young researchers to talk about wider impact of their research

In addition to around 30 mins of presentation, we will work through a number of exercises aimed at getting the researchers to look more deeply into their own research themes and widen their perception of their impact. If time permits, we'll also try and include some short presentations from individuals.

10.00 – 10.30 Coffee Break

10.30 – 11.30 Session 2: How to Tell Your Story

Even from high school science, students have it drilled into them how to present for a scientific audience – intro, materials and methods, results, conclusion, references. This session teaches them that science communication requires a very different approach.

Goals:

- The fundamental differences between science and science communication
- Understanding who your audience is
- Understanding what they want to hear
- Flipping your story to emphasis societal impact and relevance for your audience

- Outlets for telling your story/tools

This session includes a 20-25 minute workshop where the participants work on 'flipping' their particular subject. In Bonn, we did this individually (as they were only 7) and already pretty on top of how to present. For a larger group, we would group people into 3s.

11.30 – 13.30 Lunch and Friday Prayers for Moslem participants

13.30 – 15.00 Session 3: Pimp your Data

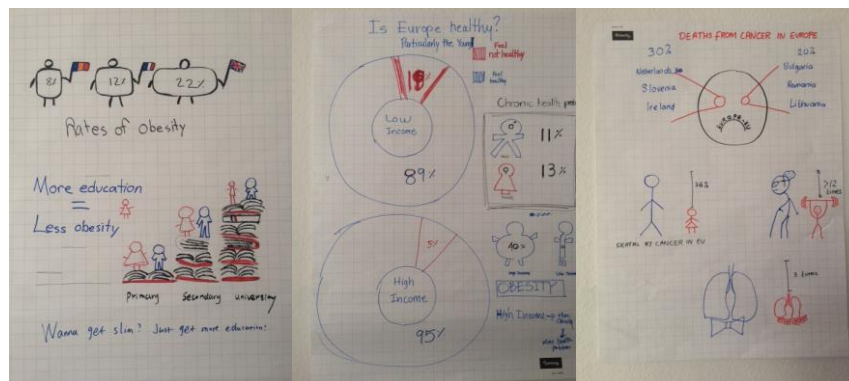
Scientist's lives revolve around data and the standard practice in scientific presentations is to show as much of it as possible! This session teaches them what they need to present, and how the way they show it greatly impacts the way their audience perceive it.

Goals:

- Understanding that data is a tool in presentations and not the central theme
- Deciding what to present
- Rethinking graphs
- Introduction to infographics
- Tools for creating great charts

This session includes 2 workshops:

1. A tough but fun experiment to show how expressing data as a percentage or a frequency completely changes people's understanding
2. Teams of 3-5 are given some real statistics (e.g.. Obesity rates etc...) and are asked to create an infographic – see photos below from the Bonn sessions. This teaches them to select the most relevant data and to present it in a clear and interesting way



15.00 – 15:30 Coffee break

15.30 – 16.30 Session 4: Creating Presentations People Will Want to Listen to

Giving presentations for colleagues and at scientific meetings is fairly standard practice for young researchers...but few are given the tools to make sure they are at their best, and there are a lot of bad scientific presentations out there.

Goals

- Understanding your audience and what they want to hear
- Tailoring your message
- How to construct a story
- Golden rules and tools for slide creation
- Tips for speaking with self confidence

16:30 – 17:30 Session 6: Networking event between Indonesian institutions and European universities / exhibitors of European Higher Education Fair (EHEF) 2015

This is an opportunity for the Indonesian Universities / Research Institutions to meet with European universities / exhibitors of European Higher Education Fair (EHEF) 2015. This session will be facilitated by Mr. Mervin Bakker, Director of Nuffic Neso Indonesia (to be confirmed) through fun and informal matchmaking or speed introduction between Indonesian and European universities aiming at establishing future cooperation in the field of research and higher education.

About the Facilitator

Dr. Sanna Fowler

Communications/Development Office, EPFL (Ecole Polytechnique Fédérale de Lausanne)



Originally an immunologist, Sanna decided shortly after her PhD at Oxford that the lab bench was probably better off without her.

After a career curveball into sports marketing and communication with the America's Cup sailing team Alinghi, she is happy to have found her way back to science: not in the lab, but in communication and development. She is part of a dynamic team at EPFL, responsible for sharing the school's incredible discovery and innovation and raising the profile of the institution internationally.

Sanna is still passionate about science and feels we are living in a time of silent revolution: democratising knowledge and breaking down the barriers between science and society.

She has managed several 'out of the box' communication projects including Technologist – a radically different European science magazine, Fusebox – a crowdsourced innovation platform, as well as conferences and exhibitions, such as TEDx, aimed at the general public.

About EURAXESS Links ASEAN

EURAXESS Links ASEAN is a network of European and international researchers, scientists, and scholars looking to strengthen research collaboration between Europe and Southeast Asia. This multidisciplinary network includes members at all stages of their careers. It allows them to connect with each other and with Europe, ensuring that they can identify potential research partners as well as funding and mobility opportunities. For more information, please visit our [website](#) and meet us on [Facebook](#). To join, simply click on the "Login Community" tab at the top right hand corner of our website, or send me an e-mail to simon.grimley@euraxess.net

