

Analytic Storytelling

Tutor	Dr. Marieke Poppe, Analytic Storytelling Marieke holds a PhD in quantitative genetics. She is an experienced science communication trainer, translator, and artist.
Organization	Graduate Academy
Language	English
ECTS-Points	1.5
Nos. of participants	max. 7
Content	<p>Find it difficult to communicate clearly about the complexities of your research? Want to make your presentations and visuals more engaging, convincing and relevant? Do you struggle with structuring your stories, or find it hard to connect with your audience?</p> <p>In this course, we offer you several practical tools to tackle these difficulties. Through examples, theory, hands-on exercises and feedback, you learn a simple, 4-step method for making clear and compelling stories.</p> <p>Throughout the course, you work on a story about your own project, exploring how to:</p> <ul style="list-style-type: none"> - tailor your story to your audience, - formulate a clear goal, - structure your story, - make your story vivid, accessible and engaging, - and how to combine all of this in a short presentation with effective slides. <p>You'll leave with a step-by-step action plan for making <u>any</u> kind of story: from texts to presentations and visuals, and for any audience, from lay people to experts.</p> <p>During this course, you will practice using this method by applying it to creating short presentations.</p> <p>www.analytic-storytelling.com</p>
Prerequisites/ Materials (opt.)	Materials will be provided by the trainer at the start of the course. This course is suitable for researchers/PhDs at any phase in their project.
Reading list (opt.)	Short texts will be provided by the trainer at the start of the course.
Teaching method (opt.)	Online group instruction, discussions, exercises and feedback sessions; self-guided study and home assignments.

Charge	This Graduate Academy offering is directed at researchers, post-docs and doctoral students of the University of Lucerne and its partner institutions and is free of charge for these persons.
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