

MEDICINE MEETS MEDIA

WORKSHOPS

GENERAL INFORMATION

Duration: ca. 30 minutes

Language: English

Both Workshops are at the same time on each day

THE CASE IN 60 SECONDS - STORYTELLING IN SCIENCE

Goal: To explain complex content in a way that is suitable for the media

New scientific findings usually reach the general public via the media. For complex information to be understood, it must be clear, relevant and easy to follow without compromising the findings. This is where storytelling comes into play.

The workshop shows participants how to structure and communicate scientific content clearly and effectively. They will learn simple methods for presenting complex information in an engaging and accessible way. The focus is on the ability to spread scientific knowledge in a way that it is understood and is remembered. **Lead: Aline Syfrig**

Aline Syfrig is a journalist with eight years' professional experience. She currently works at the Neue Zürcher Zeitung as a video journalist.

INTERVIEWS UNDER PRESSURE - WHEN THE PRESS CALLS

Goal: To gain confidence in dealing with journalists

Researchers are frequently faced with situations in which the media needs a quick statement of them. This workshop specifically prepares participants for such interview situations.

Using practical examples, participants learn which questions are typically asked and how they can answer them clearly, comprehensibly and professionally, even under pressure. They also learn which questions they do not have to answer. The focus is on dealing with standard media requests such as telephone, television and online interviews. **Lead: Sebastian Drews**

Sebastian Drews is a lecturer at the FHGR and consultant with focus areas in corporate communication, public speaking and change management. Throughout his career he has worked with many executives to improve their communication and presenting skills.