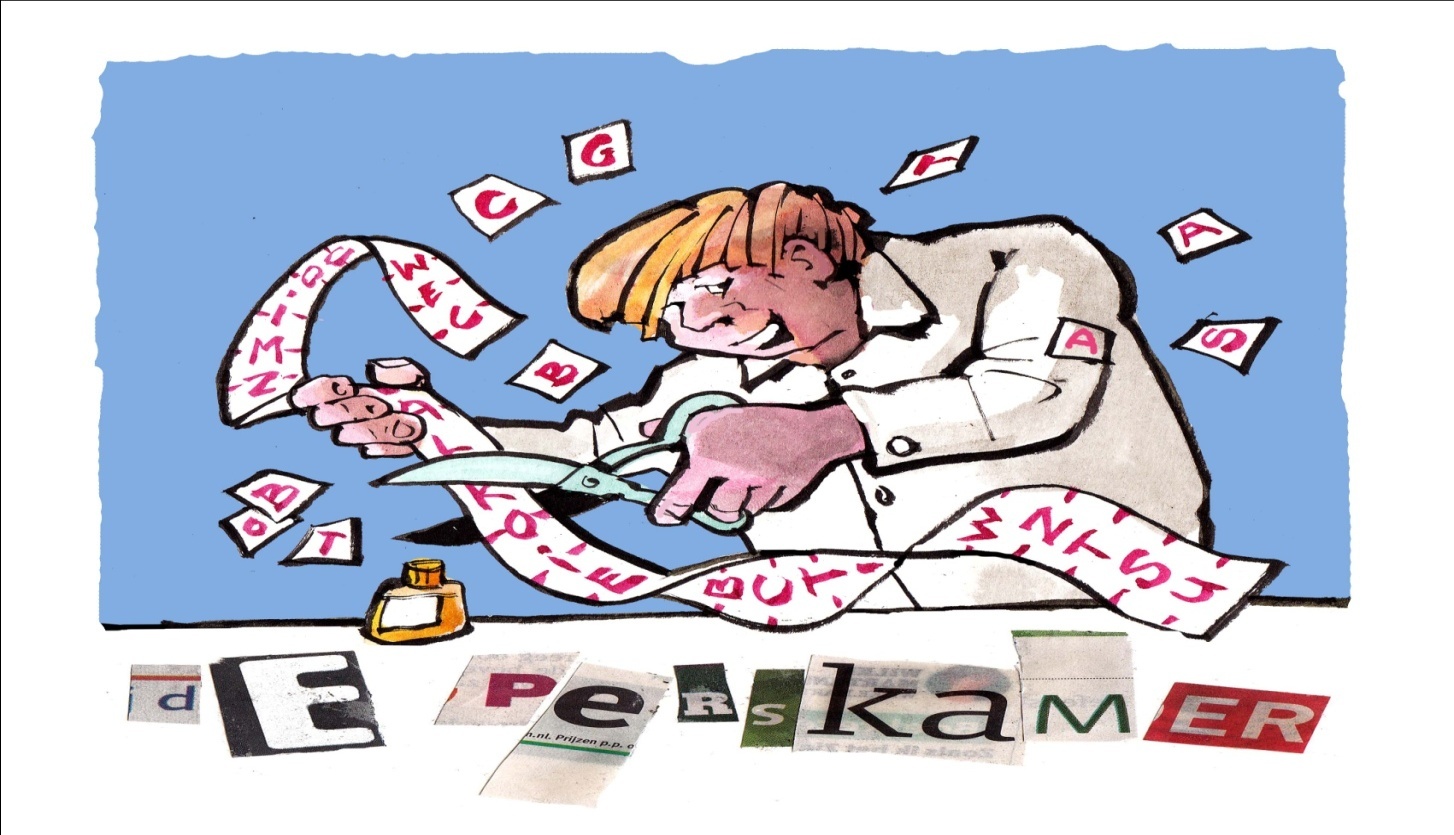
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**Societal Impact of your research**

***WIAS Training Course: 6, 13 and 20 February 2019***

**Wageningen Campus, Zodiac Building, room E1244**

**(group work also in room E1240)**

**Workshop 1, 6 February**

**13.30-14.00**: Introduction Training Course.

**14.00-15.15**: Presentation Pitches:

Before the workshop, the participants will be provided with information on a few basic techniques on how to effectively present their work in a pitch. During the workshop, the participants will present their research in a very short pitch, max three minutes, in two groups. The other group members will comment on that.

**15.15 – 15.30**: Break

**15.30 – 16.30**: Societal Impact, by science journalists Astrid Smit and Rob Buiter.

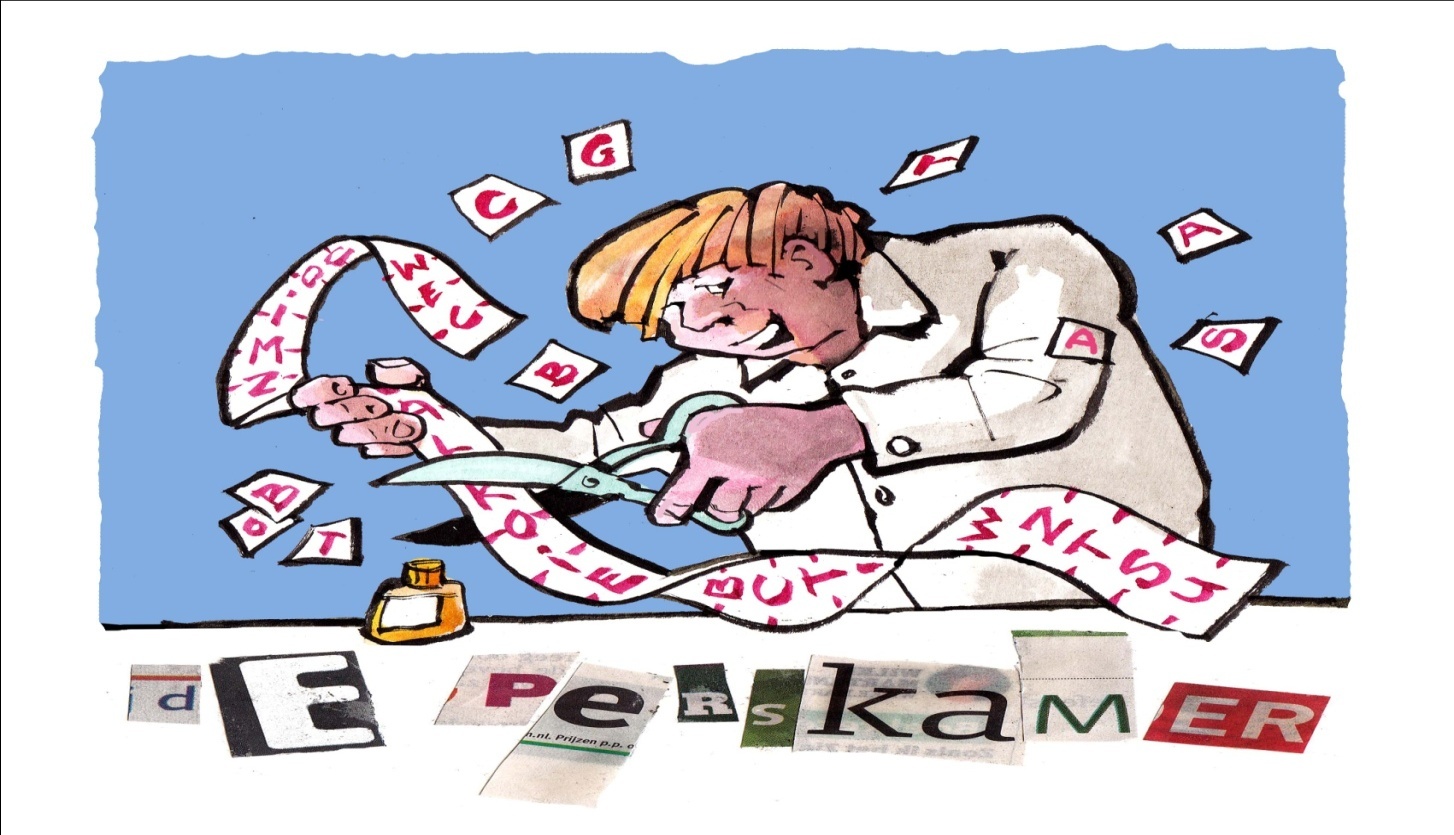
Who is your target audience?

How do you reach your audience?

How to write an effective press release or a short news article?

In this presentation, theory and practice will be combined. We analyze some good and bad examples of articles. There’s also the option to practice a live interview for e.g. a radio program.

**16.30 – 17.00** The workshop will be closed with a round of questions/discussion and the explanation of the ‘homework’ for workshop 2 and 3: write a short news article or press release and prepare a debate on a topic out of your scientific field.

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**Workshop 2, 13 February**

**13.30 – 13.45**: Welcome and short evaluation of the homework

**13.45 - 15.15**: We make two groups and will discuss the written articles and press releases.

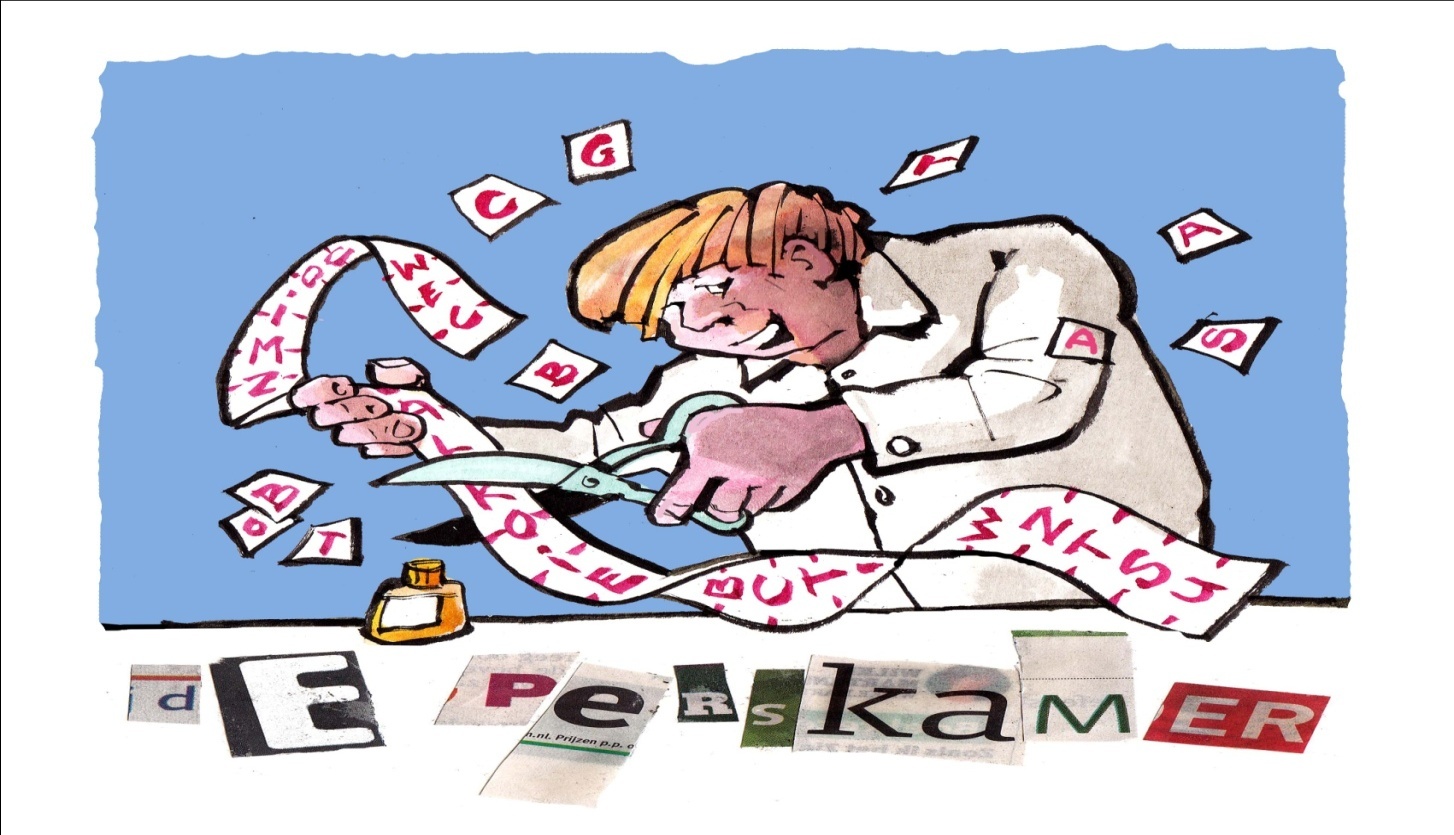
**15.15- 15.30**: Break.

**15.30-16.15**: The pitfalls: what’s the risk when you bring your research in the open?

What can you expect form a journalist? What’s the cost, and what’s the benefit?

**16.15 - 16.45**: WUR researcher Arnold van Vliet on his experience in presenting research to a broader audience.

**16.45 – 17.00**: Questions, discussion and finally: the ‘Golden Pen’ for the best article of the participants.

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**Workshop 3, 21 February**

**13.30 – 13.45**: Welcome and short evaluation of the homework

**13.45 - 15.15**: We make two groups and Astrid Smit and Marianne Heselmans will discuss the ‘debates’ that the course- members have prepared. The course member chooses a societal topic out of his scientific field and describes in about 400-500 words what the issue is, which speakers he wants to invite to get a good discussion and which outcomes and arguments he expects of the different speakers.

**15.15 - 15.30**: Break.

**15.30 - 16.00:** Second round of the news articles, ready to publish?

**16.00 – 16.30**: Adriaan Rijnsdorp of WUR, gives a presentation about his experiences with debating his research topic with the broad audience.

**16.30 – 16.45:** Questions, discussion

**16.45 – 17.00**: Finally: the ‘Golden Glove’ for the best debate of the participants.

[www.deperskamer.eu](http://www.deperskamer.eu)

[www.astridsmit.nl](http://www.astridsmit.nl)

www.robbuiter.nl

[www.sciencejournalist.eu/](http://www.sciencejournalist.eu/)