

General Information:

Date	5-7 March 2025
Teaching units	10
Location	Heidelberg, Germany
Price	649 (+19% VAT)
Minimum Number of Participants	5
Accommodation	not included / self organised
Your trainer	Dr. Christian Baron



Course Description

Unlock your potential to shine in scientific presentations in Heidelberg! Our workshop is designed for scientists, researchers, young emerging leaders, professionals and anyone who wants to learn how to present and communicate science effectively. This highly interactive retreat will focus on the IMPACT methodology - Investigate, Message, Personalize, Arrange, Create and Transmit - to improve your presentation skills.

IMPACT Framework: <https://www.zusammen-weiterdenken.de/hub/impact-framework/>

Work on your own projects, harness the power of storytelling and explore different communication formats, including press or social media, to reach different audiences. Whether you're presenting complex scientific data or sharing insights in dynamic formats, you'll learn to communicate science with clarity and confidence in an engaging and supportive environment.

Prepare to transform your ability to communicate science - making every presentation impactful and memorable.

As an Erasmus program promoting international exchange, we recommend using sustainable travel options like trains to access Heidelberg from across Europe. Let's embrace sustainable practices throughout your journey.

<p>Objectives of the mobility</p>	<ul style="list-style-type: none"> ● Enhance Presentation Skills: Equip participants with the tools and techniques from the IMPACT methodology to effectively structure and deliver scientific presentations, tailored to diverse audiences. ● Boost Science Communication: Develop participants' abilities to communicate complex scientific concepts through various formats, including digital media and live interactions, ensuring messages are both accessible and engaging. ● Foster Personal and Professional Growth: Encourage personal development and professional networking among participants, fostering collaboration and the exchange of ideas within the global scientific community.
<p>Added value of the mobility (in the context of modernisation and internationalisation of the sending institution)</p>	<p>Highly interactive application-oriented training, utilising game-based approaches, concrete group exercises and working on your own questions and examples. Methods used are:</p> <ul style="list-style-type: none"> ● Concrete exercises ● Working in pairs and small groups ● Game-based elements ● Blended Learning approach
<p>Activities</p>	<p>Highly interactive application-oriented training, utilising game-based approaches, concrete group exercises and working on your own questions and examples. Methods used are:</p> <ul style="list-style-type: none"> ● Concrete exercises ● Working in pairs and small groups ● Game-based elements ● Blended Learning approach
<p>Learning outcome and impact</p>	<p>After the course you will be able to:</p> <ul style="list-style-type: none"> ● Present in a clear, empowering and effective way ● Communicate with clarity in all forms of dialogue ● Tailor your scientific messages to the needs of different audiences
<p>Target Group</p>	<ul style="list-style-type: none"> ● Scientists, doctoral candidates, project leaders, communication staff, press staff, lecturers

Your Destination: Heidelberg, Germany

Visit and explore the beautiful city of Heidelberg! Located in southwestern Germany, Heidelberg is famous for its scenic views, rich history, and welcoming atmosphere. Known for its iconic castle, the city offers a mix of historic charm and modern life. Wander through the narrow streets of the Old Town, admire the baroque architecture, and enjoy the vibrant cultural scene. The nearby Neckar River and surrounding hills provide perfect spots for hiking and outdoor activities. Heidelberg is a wonderful destination for anyone interested in history, culture, and nature.



Monday 3 March	Tuesday 4 March	Wednesday 5 March	Thursday 6 March	Friday 7 March
09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00
-	-	() Welcome! Determining learning goals () Introduction in the IMPACT Framework () INVESTIGATE what your project needs at this stage	() ARRANGE the story () CREATE clear flows	() Immersive, hands-on activity combining teamwork and fun. () Reflection & end of the course
13:00 - 16:00	13:00 - 16:00	13:00 - 16:00	13:00 - 16:00	13:00 - 16:00
-	-	() Formulate your central MESSAGE () PERSONALIZE for your audience	() TRANSMIT - The last word counts () Press releases, Social media etc.	-
Evening (if applicable)	Evening (if applicable)	Evening (if applicable)	Evening (if applicable)	Evening (if applicable)
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