



THE FIREFLY ACADEMY

STORYTELLING FOR SCIENCE COMMUNICATIONS



2-DAY ONLINE WORKSHOP

Learn to apply storytelling techniques used by the entertainment industry in your science communications

WHO SHOULD ATTEND

Students and researchers interested in communicating their science to non-expert audience (both general public and scientists from other fields).

WHAT WE WILL COVER

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- How communicating research to your peers is different from presenting it to non-experts
 - How to create an engaging story with the formulas used by successful novelists and screenwriters
 - Practical tips to improve your presentation delivery
 - You will work on a short talk and a written story about a topic of your choice, and deliver your talks to an invited audience as part of the showcase at the end

Dr. Kristina Popova
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WORKSHOP OUTLINE

HOMework

Prepare a short (max. 10 -15 min) presentation about a topic of your choice, for an audience not familiar with the topic.

DAY 1

Understanding your audience and how to connect with them. Presenting to different audiences.

Essential story elements, how to find and include them them in your stories. Storytelling formulas used in fiction writing and television. Choosing the right formula for your story.

DAY 2

Review of presentations and written stories. Individualised feedback. Physical and vocal warm-up, tips to improve your presentation delivery.

SHOWCASE

Presenting the prepared talks to an invited audience of scientists or general public.

ABOUT THE TRAINER

Kristina is a former researcher and science journalist. She is now setting up The Firefly Academy, an online platform to provide communications training and career support to students and postdocs.

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