

Käte Hamburger Kolleg, Cultures of Research, RWTH Aachen

Hackathon: Communicating Science

21.-22.09.2022, Stadtpalais, Theaterstraße 75, 52062 Aachen

Speakers: Maximilian Beyer, Simon Esser, Janne Steenbeck, Paul Sutter (Wissenschaft im Dialog)

Science communication has been in the spotlight for quite some time, not only against the background of the COVID-19 pandemic. Its importance for creating an informed public that trusts science and scientific expertise has become apparent for science and politics alike. But where should institutions and researchers begin? How can they decide which target audience to address? And which science communication formats or social media channels should they choose in order to reach their respective target group?

This workshop invites participants to learn about science communication formats, different target audiences and respective communication strategies, with ample space for discussion and practical application. Day One (21.09.) will provide an introduction to Science Communication concepts, objectives and developments. Day two (22.09.) will focus on the creation of suitable Science Communication projects/formats for the participants.

21.09.2022

- 10:00 - 10:30 Introduction, Previous Knowledge, Expectations
- 10:30 - 11:00 Input: Formats of & Developments in Science Communication
- 11:00 - 11:50 Input & Group Work I: Defining Goals & Objectives
- 11:50 - 12:05 *Coffee Break*
- 12:00 - 13:00 Input & Group Work II : Defining Target Audiences
- 13:00 - 14:00 *Lunch break*
- 14:00 - 14:45 Input: SciComm Formats & Social Media Channels
- 14:45 - 15:30 Group Work III: Creating a SciComm Format
- 15:30 - 15:45 *Coffee Break*
- 15:45 - 17:00 Format Pitches & Market Place
- 17:30 - 19:00 "Really true?" A guided city tour that is not always particularly faithful to the truth
- 19:00 Dinner at Essbar Aachen, Pontstraße 122-126 (<https://essbar-ac.com/>)

22.09.2022

- 08:00 - 08:15 Recap
- 08:15 - 09:00 Input & Group Work IV: Topics & Emphasis
- 09:00 - 10:00 Input & Group Work V: Target Audiences & Communication Strategy
- 10:00 - 10:15 *Coffee Break*
- 10:15 - 11:15 Input & Group Work VI: Engagement in SciComm Formats
- 11:15 - 12:00 Presentation of Formats & Feedback: Part I
- 12:00 - 13:00 *Lunch Break*
- 13:00 - 13:45 Presentation of Formats & Feedback: Part II
- 13:45 - 14:45 Defining Next Steps
- 14:45 - 15:00 Wrap Up & Good Bye