

# Neuroscience Institute Autumn Symposium 21.10.2022

## Workshop 5: Storytelling for scientists 11.15 - 12.45pm

### About the workshop:

Storytelling for scientists, helping ECRs understand how to put a paper or grant together and how to communicate science in an effective way.

### Speaker:

Dr Kat Arney  
science communicator,  
broadcaster, author



### What will you learn?

- The importance of clear, story-led, 'sticky' communication about scientific research
- Thinking about audience, messages and call to action: Who is this for, what do you want them to know and why?
- Creating a compelling narrative for your story: Structure, plot, characters, action, setting, emotion and 'diamond details'
- Understanding the narrative spectrum: How much detail do you need?
- Thinking about 'cover versions' and alternative perspectives
- Practical advice and tips for how to use your story to deliver excellent public engagement activities