

Tell Lucy.

Let's learn together; here are the details.

Stories in Science.

Research is complex. There are technical concepts, tricky terms and a minefield of jargon. But research is also a rich source of stories: scientists are working hard to understand some of the most fundamental things about life, the universe and everything. People want to hear these stories – in a way they can understand them.

Communication is a fundamental part of research: to get the grants and make interdisciplinary connections, you need to be able to explain your work.

The good news is communicating about a complex subject in a simple way is something everyone can learn – and it's a skill that will make it easier to engage people in science, get grants and carry on discovering.

Tell Lucy's **Stories in Science** training is for anyone working in science – whether it's cancer biology or chemistry, particle physics or plant pathology. The modules will help researchers design their projects to incorporate communications, and tell their stories – including online and in the media.

There are five pick-and-mix modules: it's possible to craft a bespoke training course with one to five modules, each of half a day or a full day.

- Full-day modules: participants will get plenty of hands-on experience, so they'll be ready to run with their stories by the end
- Half-day modules: participants will understand the basics for building their stories

The modules.

Module 1: Tell your research story

- What makes a good story?
- Audience
- Simplicity and language
- Where to tell your story
- Measuring success

Module 2: Design your project with your story in mind

- Your research plan lay summary
- Identifying communication opportunities
- Defining your audience
- Planning your outreach
- Measuring success

Module 3: Tell your story online

- Why engage online?
- How to tell your story
- Audio and video
- Social media
- Measuring success

Module 4: Hit the headlines

- How the media works
- Why tell them your story?
- What makes a good story?
- Translating your science into a story
- Interview skills

Module 5: Promoting your startup

- What's your main message?
- Branding and PR
- Finding your voice
- Content marketing
- Measuring success

All modules are available to participants online afterwards.

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The investment.

You can design your own training course by combining the modules you need. The more modules you select, the lower the cost per module. Prices are for groups of 8-12; larger groups can be accommodated, contact us for more information.

Whatever you choose, participants will be given individual access to the relevant module(s) online, so they can dive into the content whenever they need to.

Number of modules	Half day (€ per module)	Full day (€ per module)
1	800	1,500
2	750	1,200
3	700	1,200
4	650	1,000
5	650	1,000

Prices are exclusive 21% VAT (for clients in the Netherlands) and travel expenses. We can also arrange a location, at an additional cost.

Are you ready to tell your story?

Contact us to book your bespoke training!

Questions? Just ask.

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