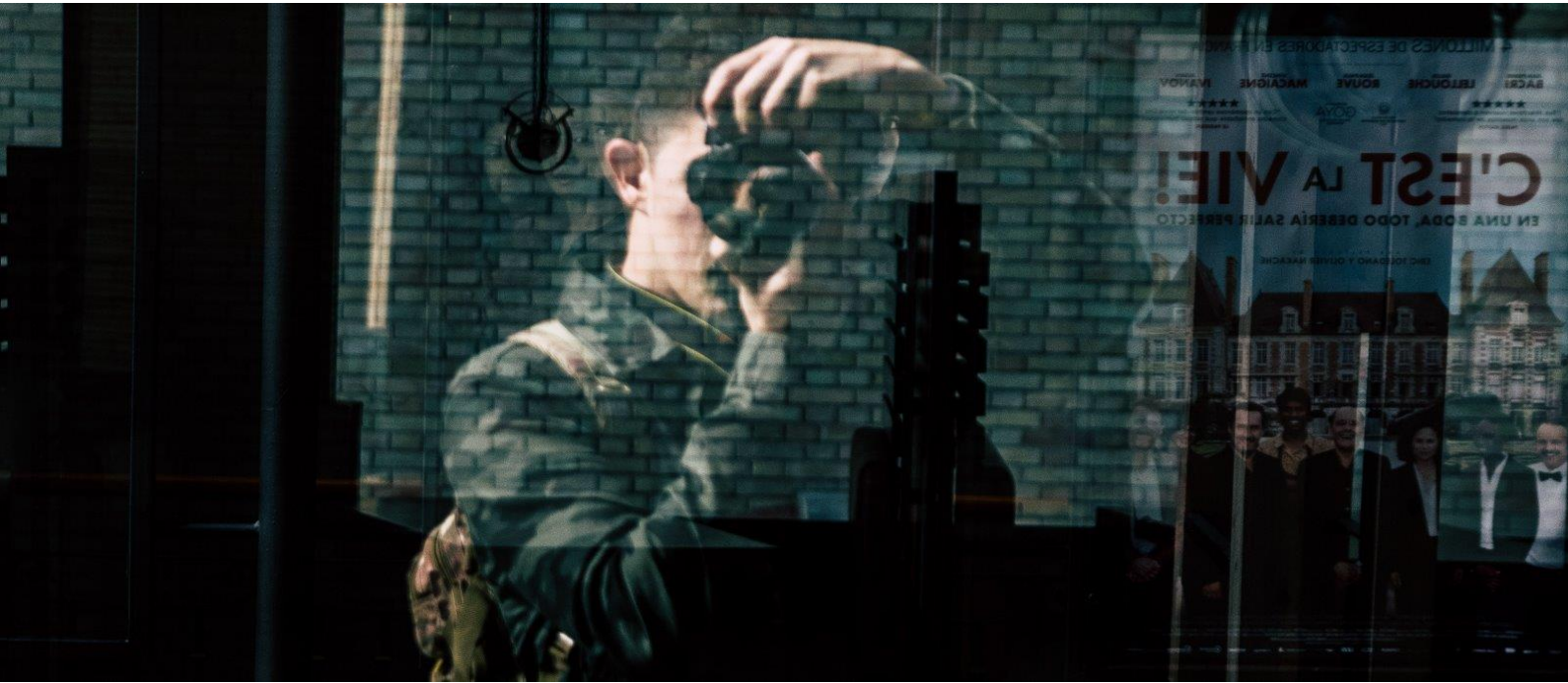


REACHING THE CROWD: VIDEOMAKING AND ONLINE ENGAGEMENT FOR RESEARCH PROMOTION, TRANSPARENCY AND IMPACT

12 JANUARY – 19 JANUARY 2019



WINTER COURSE IN
AMSTERDAM

30 CONTACT
HOURS

MASTER, PHD
CANDIDATES AND
PROFESSIONALS

Do you want to learn how to pitch your research, explain its scientific and societal value (i.e. valorization) and make a self-promotional online video? Join this inspiring and innovative course geared to increase your chances for better academic and non-academic engagement. Learn how and where to publish blogs/podcasts/commentaries/op-eds about your research and get a hang of making self-promotional online videos with the help of a professional company (Scientist Wanted).

Not all researchers feel comfortable about promoting themselves and their work, which is a shame because promoting your research is essential if you want to make others aware of your findings. A good starting point for promoting anything is your network. But extending your network isn't that easy, especially when you're new to the game. So maybe you could use a little help. On this course, you will learn how to pitch your research and you will develop the first draft of your online promo video. We focus on online promotion techniques because social media platforms, like LinkedIn and Twitter, are important players, both in our daily lives and at work. It is only logical that we as scientists are also represented online.



VRIJE
UNIVERSITEIT
AMSTERDAM

Graduate
Winter School

WHO SHOULD JOIN

This course is useful for advanced research master students, research professionals and PhD students as all students should know how to pitch their research and explain the societal and scientific value of their doctoral project. You need to have access to a device you can use to record and edit video.

LEARNING OBJECTIVES

- Pitch your research in 1 minute in front of a diverse audience
- Explain the societal and scientific value of your doctoral project in general terms
- Learn to communicate your research findings in general terms
- Promote your doctoral project and research findings online
- Learn why promoting your doctoral project is important
- Learn why open science is important

COURSE INFO

This course consists of several lectures from guest speakers. In addition, we will be providing several tips and tricks during workshops given in conjunction with ScientistWanted. ScientistWanted – a small group of scientists who focus on enhancing the communication skills of young researchers – will be giving a series of workshops on how to develop a promotion video and prepare your one minute pitch.

Course level	Advanced research master, PhD, research professional
Session	2
Co-ordinating lecturer	Claire van Teunenbroek, M.Sc.
Other lecturers	Dr A.Kerkofs, Prof.Dr Rene Bekkers and Dr Sandra Hasanefendic
Form(s) of instruction	Interactive seminars, workgroups and fieldwork
Form(s) of assessment	Three-minute promotion video, pitch in front of audience, short paper
ECTS	2 credits
Contact hours	30 contact hours
Tuition fee	€700 - International students and staff €400 - VU students and staff

AMSTERDAM FACTS

- Capital of the Netherlands
- Europe's safest city on The Economist Safe City Index
- 187 nationalities - more than any other city in the world!
- 93% of the Dutch speak English
- 881.000 bicycles and 40 parks to bike through
- A total of 165 canals: Venice eat your heart out

VRIJE UNIVERSITEIT AMSTERDAM

The Vrije Universiteit Amsterdam (VU) is an internationally renowned research university. Since its founding in 1880 interdisciplinary research has been leading in its education. The university consists of nine faculties with teaching facilities for 25.000 students. With over 120 English-taught Bachelor's, Master's and research intensive PhD program, the university offers a wide range of study options. The campus is a centrally located hub where people feel at home and engage in innovative ways.

WHAT CAN YOU EXPECT

- Various housing options for all students
- Airport pick up service
- Support before, during and after the program
- Emergency assistance
- Orientation and social program

APPLICATION DEADLINE

Enrollment opens from September 2018 until 10 December 2018. Requirements differ per course. For more information on how to apply, please visit our website.

DISCOUNTS AND SCHOLARSHIP

Early bird discount of 20% is available for anyone who applies before 1 November 2018. Students from partner universities receive a 20% discount. VU students and staff receive a € 300 discount per course. Apply for two courses and receive an additional €100 discount. For more info please check our website.

CONTACT



www.vugraduatewinterschool.nl



graduatewinterschool@vu.nl



+31 (0)20 5987170



VRIJE
UNIVERSITEIT
AMSTERDAM

Graduate
Winter School