

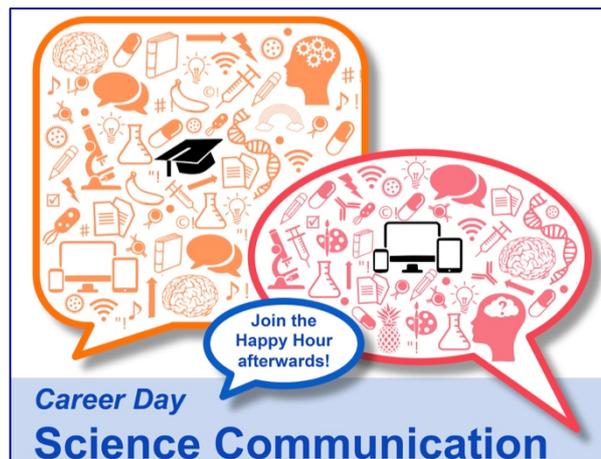
Report: Career Day “Science Communication”

May 19th 2017

BACKGROUND

Career days at the German Cancer Research Center (DKFZ) take place on a regular basis for four years now and provide great opportunities for young scientists to learn about different career paths and get in contact with career advisors and scientists with interesting work experience.

On May 19th, 2017, a career day on the topic of science communication was held at the DKFZ communication center. The event attracted 129 participants from universities, clinics, industries and companies, of which 16% were undergraduate, 43% graduate, and 29% PostDocs. 47% came from the DKFZ, 6% from Heidelberg University and 9% from ZMBH. The career day included a variety of well-attended workshops that covered different aspects of science communication, two sessions filled with exciting talks on communication for scientists (session 1) and communication for the public (session 2), as well as round table discussions.



OBJECTIVES

The aim of this event was to:

- Provide information about different career opportunities within science communication by presentations from scientists, who work in that field.
- Give insight on different aspects of science communication during the workshops.
- Provide a platform to meet and interact with people from different backgrounds.
- Understand the needs and queries of the participants with respect to this field.

CONTENT

The day was filled with exciting presentations, face-to-face round table discussions, and instructive workshops with experts (most of them DKFZ alumni), whose current work is related to science communication. In addition, sponsoring companies got the chance to speak with potential candidates and present their business, a wall with job offers in science communication was put up, and a photographer took CV photos of career day participants during the entire event.



Speakers presenting at different sessions (Photo courtesy: Audrey Jung, Lucie Wolf)

Presentations:

Session I: “Communication for scientists”

Between 59 and 97 people attended the first session, in which presentations by the following speakers were given.

- Keynote: Options and opportunities for scientists in science communication (Tobias Maier, Scientific Head, NaWik)
- David Peralta (Managing Editor, Wiley-VCH): He also took over the presentation by Uta Göbel (Deputy Editor, Wiley VCH), who unfortunately had to cancel due to illness.
- Roberta Scognamiglio (Development Officer, Springer Nature)
- Alexandra Moosmann (Press officer, German Cancer Consortium (DKTK))

Session II: “Communication for the public”

The second session with the following speakers attracted between 60 and 70 participants.

- Anna Müllner (PR-consultant, Dorothea Küsters Life Science Communications)
- Laura Zimmermann (Press and PR, Bernhard Nocht Institute Hamburg)
- Elan Gin (Mathematics Teacher and IGCSE coordinator)
- Bodo Brueckner (Entrepreneurship Manager, German EIT Health GmbH)
- Alexandra Hennemann (Cancer Information Service, DKFZ)



Screen in DKFZ communication center with #scicomcd17 Twitter posts (Photo courtesy: Lucie Wolf)

Workshops:

- Effective Visual Communication for Scientists (Jernej Zupanc, Seyens Ltd.)
- Intercultural Communication (Gnana Prakash Balasubramanian, Senior Scientist, Hopp Children’s Cancer Center at NCT, DKFZ)
- Sketchnotes in Science (Franziska Schwarz, Scientific Illustrator and Graphic Recorder, SciVisTo)
- Social networks in career development (Tobias Maier, Scientific Head, NaWik)
- Tricks and strategies to improve your scientific talks (Dennis Fink, CEO Mediomix GmbH)



“Sketchnotes in science” workshop (Photo courtesy: Claudia Savini)

Round Tables Discussions:

Many exciting face-to-face discussions with the speakers and workshop trainers took place during the round table sessions.



Round table discussion sessions (Photo courtesy: Claudia Savini)

Get-together and Happy Hour:

In collaboration with the DKFZ PhD student council a get-together was organized that took place right after the event. It provided another great opportunity for the exchange of ideas and thoughts that were raised during the day in an informal setting over a cold beverage and a slice of pizza.

SPONSORS

QuintilesIMS , Leica, Jobvector



We are grateful to the companies that sponsored the event and wish them the very best for their future endeavors.

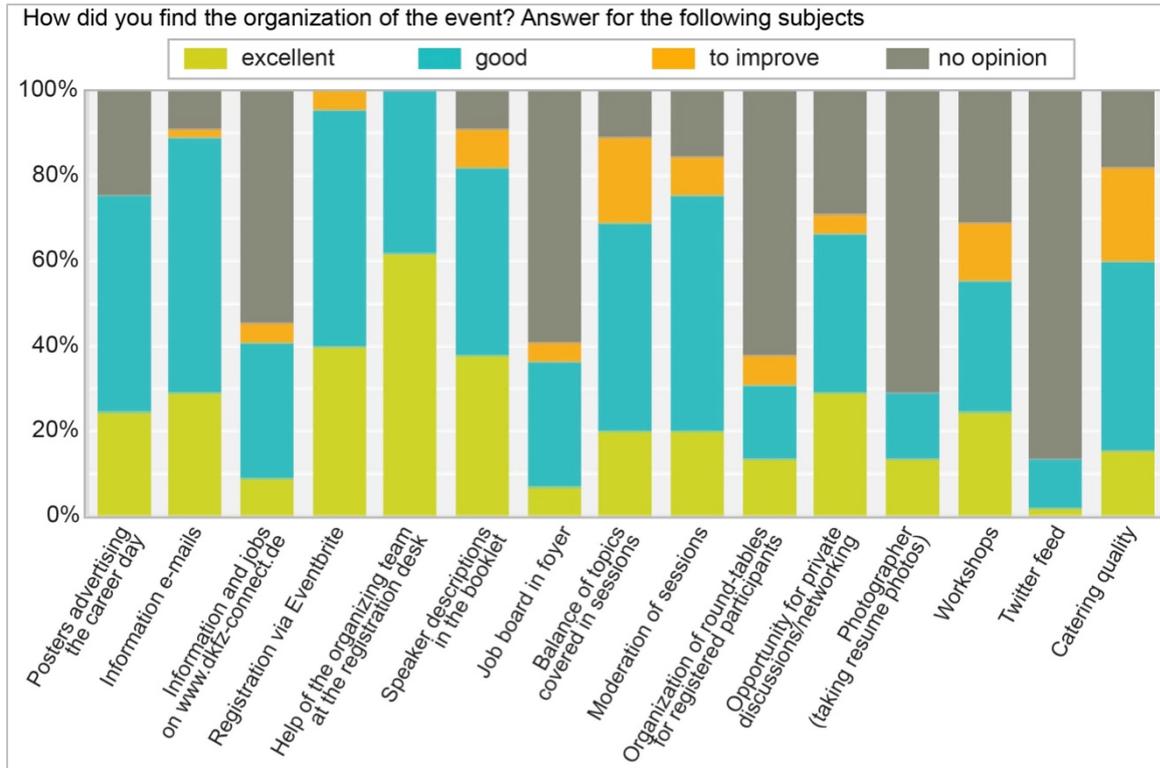
TWITTER / STORIFY

Please find a summary of all tweets of the Career Day on storify.com/scicomcareerday2017

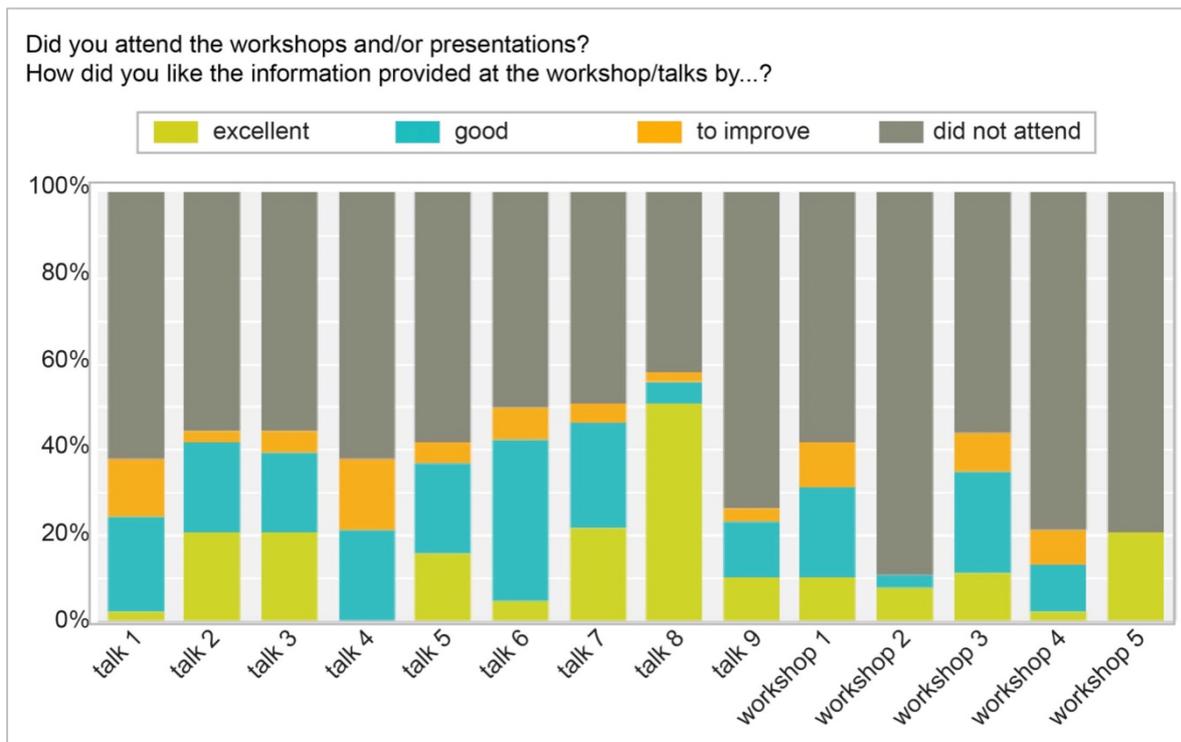
SURVEY

45 of all attendees of the event participated in the online survey conducted by the organizing team. 51% of them were graduate students, 36% were postdocs, 9% undergraduate students, and 4% speakers. Most of the participants were affiliated with DKFZ or the University of Heidelberg and learnt about the event via email (75%), as well as from posters (36%), DKFZ-connect (31%) and friends (20%). The majority of 75% found the event informative or very informative. 96% of the survey participants indicated that their expectations of the career day were met.

In the following the feedback on various organizational aspects of the career day is summed up in a graph.



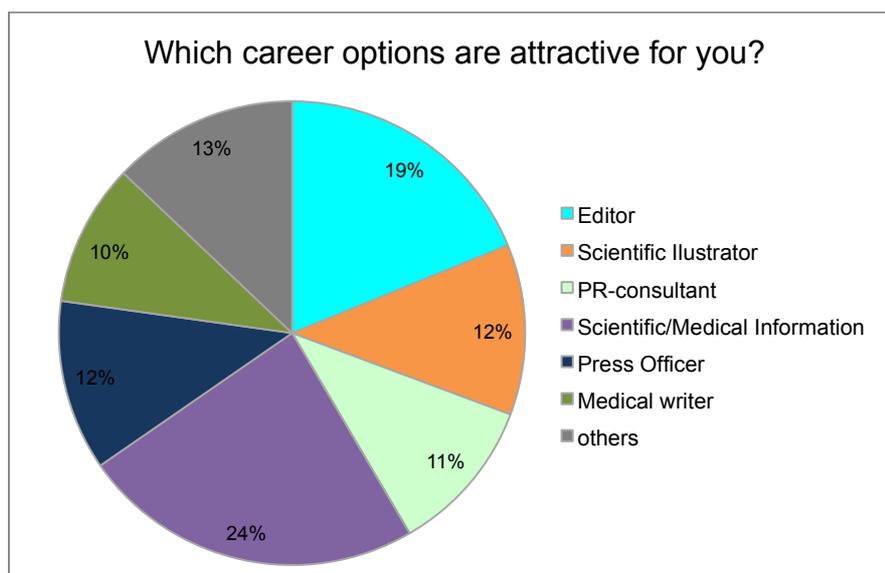
In addition, we asked the participants' opinion about the presentations and workshops. The results are shown below.



Finally, we asked the attendees about their personal take-home messages from the career day and which career options are attractive to them.

Here is a selection of take-home messages from the participants:

- *I should start my own science blog.*
- *To consider an internship in scientific communication.*
- *There is no set career path for scientists. We can really do anything!*
- *There are many options in life science communication*
- *That there are maybe other job possibilities than the ones I thought about before*
- *Supported my decision to go into science communication, but also which areas I do not want to get into.*
- *I confirmed my interest in science communication and I realized I have skills for several areas of it.*
- *Work as a journal editor is an interesting career path*
- *Editing is not the right job for me.*
- *Career paths can be more random than I thought.*
- *Don't be shy to try new paths*
- *It's easier to train a scientist to communicate well than train a professional communicator to understand science*



CONCLUSIONS

In total, from the survey results, we conclude that the career day was a successful event, which helped the participants to get insight into the variety of career opportunities in the field of science communication. The on-site organization, including setting up, registration and cleaning went smoothly and as planned. Even the last-minute cancellation of one of the speakers could thankfully be dealt with without further implications for the program.

Finally, we want to thank everyone, who was involved in the organization of this event, and the survey participants for providing us with useful information and suggestions for improving future career days.