

LBG Career Center

Syllabus

Event Skills Training “Online Self-Presentation”

Speaker DI Bernhard Weingartner

PM Mag. Mareike Kerschbaum

Time March 7 - 8, 2023 / 9:00 am – 12:30 pm

Place ZOOM

Language English

Agenda

Day 1 (March 7, 2023)

WHEN	WHAT	HOW
09:00 - 11:00	How to behave in front of a webcam Dealing with nervousness Interacting with the audience Awaking and balancing emotions Storytelling methods	Brief inputs Discussion Breakout sessions Exchange of experience Brief inputs
11:00 - 11:10	Break	
11:10 - 12:30	Efficient preparation for a talk/interview/hearing My project from my audience's perspective Storytelling in oral and written science communication Preparing sound bites for my key message	Brief inputs Discussion Breakout sessions Exchange of experience

Day 2 (March 8, 2023)

WHEN	WHAT	HOW
9:00 - 11:00	Social media – the choice of the proper tools and timing How to visualize scientific content What makes content shareable? Personal branding and networking for scientists	Brief inputs Discussion Breakout sessions Exchange of experience
11:00 - 11:10	Break	
11:10 - 12:30	Generating impact outside of the academic bubble Dealing with science deniers and fake news How to use social media for crisis communication	Brief inputs Discussion Exchange of experience

Max. 15 participants

Speaker

Bernhard Weingartner

Physicist & science communicator

Core competences: science communication, presentation, handling difficult audiences

Contact: bernhard.weingartner@tuwien.ac.at



Profile

- Since 2013 University of Applied Arts Vienna, lecturer for science communication
- Since 2010 Vienna University of Technology, teaching coach + lecturer for science communication
- Since 2010 Science Slam Austria, initiator, project manager + presenter
- Since 2008 physikmobil.at, initiator and project manager
- 2006 - 2010 Vienna University of Technology, research assistant + lecturer
- Workshops and coachings for science communication at universities and companies
- Numerous talks, science shows and TV-interviews on physics issues
- Author of popular science books
- Professional training: rhetorical, voice and camera trainings (ORF, Mikrostimme / Wien, Splendid Thing / UK, Science Made Simple / UK)
- Studies in theoretical physics (Vienna University of Technology) and linguistics (University of Vienna)