

# Science Communication Workshop

## 1<sup>st</sup> module

18<sup>th</sup> February 2021  
14:30 – 17:00 (CET)  
Online

### Speakers

---

#### **Dr. Markus Wagner, MPH**

Senior Expert German Stroke Foundation

#### **Assoc. Prof. Hendrik Knoche, PhD**

Department of Architecture and Media Technology, Aalborg University

#### **Jennifer Thomsen, PhD**

PR Specialist European Stroke Organisation

### Program

---

⇒ 14:30 - 14:45 **Introduction:** All participants, facilitated by Markus Wagner

⇒ 14:45 - 15:15 **Storytelling and key messages in stroke for the public:** By Markus Wagner

- Introduction into science communication
- Storytelling and Key messages in stroke
  - Questions and Answers

⇒ 15:15 - 15:25 **Break**

⇒ 15:25 - 16:00 **Storytelling with data:** By Hendrik Knoche

- What (data types), how (tasks), why (goals)
  - Storytelling with graphs

⇒ 16:00 - 16:35 **Social media to reach stroke professionals:** By Jennifer Thomsen

- Message, Audience
  - Channels, Tools
- Networking in social networks
- Practical tips and Resources

⇒ 16:35 - 17:00 **Feedback + interesting further topics:** All participants

## About

---

At this workshop, well recognised experts will present how to communicate science and scientific data to the public. The workshop is for stroke professionals, stroke support organisations, stroke survivors and others who aim at increasing awareness on stroke, stroke care, and stroke research data to lay public as well as to policy-makers. Active involvement of attendees during the workshop is very welcome. Discussion and sharing experience of attendees is expected.

Several following modules focused on science communication in stroke will be offered in near future as well. While completing these modules participants will receive a certificate of participation. This training school is being held under the auspices and with organisational support of the Implementation Research Network in Stroke Care Quality (IRENE COST Action).

### Contact:

Training School Organizer and Chair: dr. Markus Wagner, Stiftung Deutsche Schlaganfall Hilfe  
Email: [markus.wagner@schlaganfall-hilfe.de](mailto:markus.wagner@schlaganfall-hilfe.de)

Organisational support: Sabina Hladikova, IRENE COST Action project team, St. Anne's University Hospital Brno  
Email: [sabina.hladikova@fnusa.cz](mailto:sabina.hladikova@fnusa.cz)