

## Equal Opportunities Workshop: Making science visible



How to use PR-strategies to increase your chances within academia? Many researchers aren't very familiar with marketing tools. Moreover marketing seems to be suspect. However, also science follows the rule of a closed market, and being seen is one of the most important skills scientists have to develop during the phase of qualification.

The workshop will train female researchers to increase their visibility within academia. That means to use social networks, to establish PR as daily business as well as to network.

The training will offer options to discuss your individual situation with others and to develop strategies to increase your visibility.

### Content

- Handling your research partners and institutes as clients
- Planning research with farsightedness
- Implementing your own PR-Strategy
- Establishing and keeping contacts via social networks

### Coach

Dr. Susanne Frölich-Steffen, freelance rhetoric and didactic trainer. Until 1998 she studied political science at the LMU Munich, 1998 - 2000 HR officer at a medium-sized management consultancy, 2000 - 2003 doctorate at the LMU, 2000 - 2005 research assistant at the LMU, since 2005 freelance rhetoric and communication consultant. Focus: rhetoric and science, didactics, rhetoric and communication.

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### When and Where

Online-Workshop

18 May 2022

9:00 – 16:30

Gefördert durch