

Workshop: Pitch Training in Science

Outline for the 2-Day Training:

Target Audience: Scientists from biology and computer science fields

Goal: Participants will learn how to convincingly present their research projects, highlight the value of their work, and effectively address different stakeholders. The focus is on practical exercises and the application of modern methods.

Day 1

1. Welcome and Participant Introductions

9:00 – 9:30 AM

- Trainer's welcome and program introduction.
- Participants briefly introduce themselves and present their current research project (1-2 minutes each).
- Goal: Participants get to know each other and gain initial insights into each other's projects.

2. Theory Input: Basics of Pitches and Rhetoric

9:30 – 10:30 AM

- The goal of a pitch: What am I trying to achieve?
- Introduction to storytelling to present scientific content compellingly.
- The rhetorical triangle: Ethos, Logos, Pathos – How to use these elements effectively.
- Introduction to the APP Framework (Analyze, Produce, Perform).
- Exercise: Analyzing successful pitches using the rhetorical triangle.

3. Pitch Formats: 1-Minute, 3-Minute, and 5-Minute Pitches

10:30 – 11:15 AM

- Explanation of differences and use cases for various pitch formats.
- Exercise: Participants prepare a 1-minute pitch for their own research project.

11:15 – 11:30 AM – Coffee Break

4. Value Topic: What is Value?

11:30 AM – 12:30 PM

- People don't want to be bored – How can I make myself relevant?



- Explanation of the Value Equation: Desired Outcome, Perceived Likelihood of Achievement, Time Delay, Effort & Sacrifice.
- Exercise: Participants define the value of their research work using the Value Equation.

12:30 – 1:30 PM – Lunch Break

5. Stakeholders and Outreach: Target Group Analysis and Recognizing Needs

1:30 – 2:45 PM

- Identification of stakeholders (funders, collaborators, industry, media).
- How to recognize stakeholders' needs and expectations:
 - Techniques for needs analysis: targeted questions, active listening, and observation.
 - Using questioning techniques to understand stakeholders' priorities and motivations.
- Exercise: Participants identify the needs of relevant stakeholders for their projects and develop tailored pitch approaches.

6. Developing Avatars for Writing

2:45 – 3:30 PM

- Targeted writing for specific audiences: How to address different target groups effectively.
- Developing avatars (fictional personas) to tailor the writing style to specific needs.
- Exercise: Creation of an avatar for a typical stakeholder.

3:30 – 3:45 PM – Coffee Break

7. Transfer and Utilization in Proposals: Writing Effectively

3:45 – 4:45 PM

- How to write convincing research proposals and project descriptions.
- Structuring and precisely formulating scientific texts.
- Exercise: Revising a personal proposal or abstract.

4:45 – 5:00 PM

- Reflection on the first day and participant questions.
 - Preparation for exercises on the second day.
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Day 2

8. Excursion: Idea Development – What Ideas Should I Pitch?

9:00 – 9:45 AM

- Which ideas are suitable for pitches?
- Creativity techniques for idea generation.
- Exercise: Brainstorming new research approaches.

9. Exercises on Presenting Research Work

9:45 – 11:00 AM

- Practical exercise: Presentation of personal research in a 3-minute pitch.
- Feedback round: Identifying improvement potential and implementing it directly.

11:00 – 11:15 AM – Coffee Break

10. Video Pitches for Self-Analysis

11:15 AM – 12:30 PM

- Recording participant pitches on video (1-3 minutes depending on preparation).
- Joint video analysis: What went well? What can be optimized?
- Feedback from the trainer and participants.

12:30 – 1:30 PM – Lunch Break

11. Final Exercise: Refinement and Presentation

1:30 – 3:00 PM

- Final adjustments to pitches based on prior feedback.
- Final presentation of revised pitches.
- Focus on body language, rhetoric, and structure.

3:00 – 3:15 PM – Coffee Break

12. Final Reflection and Networking

3:15 – 4:00 PM



- Reflection on the two training days: What were the key learnings?
- Each participant formulates an action plan for further improvement.
- Opportunity for networking and sharing experiences among participants.

4:00 – 5:00 PM

- Open session for questions and individual advice.
- Farewell and outlook on potential follow-up training or advanced sessions.

Additional Notes:

- Preparation: Participants are asked in advance to bring a current project or research focus to work on during the training.
- Materials: Flipcharts, markers, Post-its, camera/smartphone for video pitches, laptops for writing exercises.
- Methodology: Interactive exercises, role-playing, video analysis, and structured feedback rounds.

Training Objective: Participants should be able to convincingly present their research projects both verbally and in writing, clearly communicating the value to various stakeholders.

