

Get ready for successful media interaction: Camera Coaching

Wednesday, 30.03.2022, 09.00 – approx. 18.00

This practical seminar helps you to get the right wording for explaining your research findings to a non-scientific audience. It prepares you for various interview situations (e.g. background interview to a print journalist, live interview, discussion rounds on the radio/TV). Practical exercises (camera based) train the appropriate communication for different medium outlets and target groups.

Participants learn:

- Choosing the right words: Presenting complex facts in a simple and pointed way
- How to get prepared for media appearances /media interaction
- How to act and argue in interviews or other media interactions

Topics

Senders and receivers – levels of communication

Interview forms – telephone, live, audio, film

Practicing interview situations in front of the camera

- Statement/argument preparation
- Training for appearances in front of the camera
- Typical questions and situations
- Structured feedback on argumentation, understandability, as well as voice and body language

Communication techniques

- Getting prepared for spontaneous interactions – how to deal with unknown questions? Or questions I do not have an answer to?
- How to respond to critical, confrontational, and provocative questions?
- Techniques to combat nervousness

Terms & application

Time	30 th March 2022: 09:00 a.m. – approx. 18:00 p.m.
Place	If possible: at IAMO – otherwise: Zoom
Group size	Max. 10
Target group	Doctoral researchers (having started in or before 2019), postdocs, seniors
Workshop language	English
Registration	Per email to Franziska Schaft (schaft@iamo.de) Places will be allocated in the order of incoming registration emails.
DCPAE credits	1 CP (Soft Skills)

Trainer

Katja Flieger, MD has worked as an OB/Gyn at a university hospital before getting a degree in science journalism (FU Berlin). She has worked as an online health editor for Bayerischer Rundfunk (national public radio) and Bertelsmann Springer among other media outlets. She is the owner and operator of the Berlin editorial office KonTextGesundheit, founded in

2003. She now mainly conceptualizes online specials and reports on developments in medicine worldwide—from Kabul to Chicago. She has studied transactional analysis (N. Harlander, St. Gallen) and motivational interviewing (Marburg University). She is working as a media trainer and coach for scientists for major German and European science institutions, such as the DFG or the European Food Safety Agency.

The training is delivered by [Medientraining für Wissenschaftler*innen GbR](#).