

Deutsches Museum



# 1st Communication and Outreach Workshop

***23 Sept 2013 - Deutsches Museum***

Paul Hix



## The Deutsches Museum





## 1<sup>st</sup> Communication and Outreach Workshop - Programme (23 Sept 2013)

09:00 - 09:15	Welcome	W.M. Heckl	Location
09:15 - 10:30	Basics of Communication - Part 1 - brief history of science communication - do's & don't's of science communication	P. Hix P. Hix	Kersch. Kolleg Seminar Room
10:45 - 12:45 (10:45 - 11:45)  (11:45 - 12:15) (12:15 - 12:45)	Communication and Outreach in the Museum - Centre for New Technologies: Partners, Future prize Open Research Lab - TUMlab - Cosmology exhibition	C. Kolczewski P.Hix M. Voß C. Sicka, A. Müller	ZNT / Cosmology
12:45 - 14:00	Lunch Break		Restaurant DM

## 1<sup>st</sup> Communication and Outreach Workshop - Programme (23 Sept 2013)

14:00 - 15:30	Basics of Communication - Part 2 <ul style="list-style-type: none"><li>- communication as an asset: better research through communication</li><li>- communication and outreach approaches</li><li>- peer communication (powerpoints, posters)</li></ul>	A. Bandelli  P. Hix, A. Bandelli  P. Hix	Kersch. Kolleg Seminar Room
15:45 - 17:15	Hands-on Communication Tools: <ul style="list-style-type: none"><li>- Sorama sound camera</li><li>- acoustic demonstrations</li></ul>	R. Scholte  J. Millar	Kersch. Kolleg Seminar Room
18:00 -	Dinner		

## Basics of Communication - Part 1

### Brief history

- ~1439 Invention of the printing press by Johannes Gutenberg
- 1825 The first Royal Institution Christmas Lectures
- 1903 Founding of the Deutsches Museum
- 1990 Invention of the World Wide Web

### Dos & Don't's

- introduce yourself
- be sure that everyone can hear and see you
- use loud and clear voice
- don't cross arms or put hands in the pockets
- avoid the use of scientific terms, acronyms etc.

## Museum Communication - Centre for New Technologies



Nano- and Biotechnologies



## Museum Communication - Open Research Lab



Live Nano-Research



## Museum Communication - TUMLab



Workshops in robotics, programming, astronomy, ...




## Museum Communication - Cosmology



Cooperation with Excellence Cluster Universe (TUM, LMU, Max-Planck, ESO)

## Basics of Communication - Part 2

- Communication as an asset - better research through communication  
(*Andrea Bandelli*)
- Communication and outreach approaches  
(*Paul Hix, Andrea Bandelli*)
- *Death by Powerpoint*  
(*Paul Hix, orig. Alexei Kapterev*)



Give 3-4 reasons  
supporting your point.  
They will not remember  
more anyway.



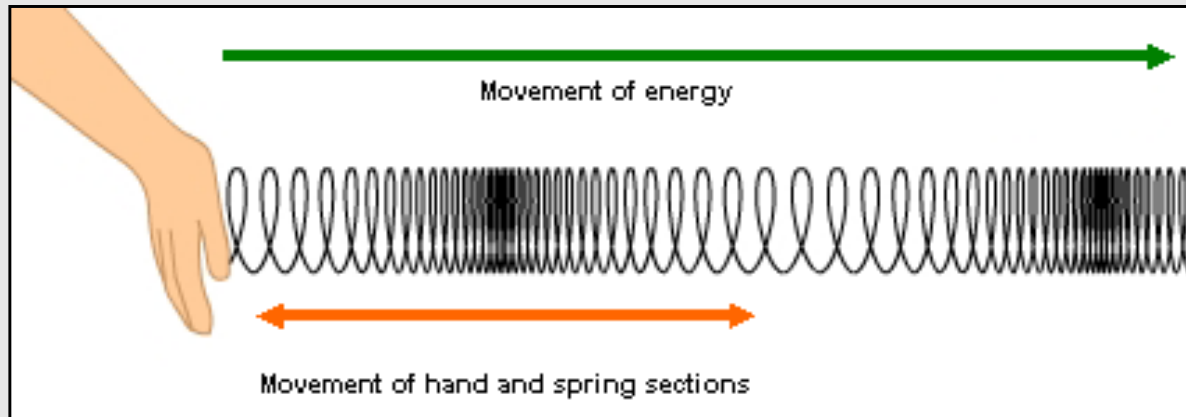
This is passion.



## Hands-on tools - Sorama sound camera (Rick Scholte)



## Hands-on tools - Acoustic demonstrations (Jennifer Millar)





## Outlook:

## 2<sup>nd</sup> Communication and Outreach Workshop

- Date: Spring 2016 ?
- Location: Deutsches Museum, Munich
- Focus:
  - personal communication skills
  - socio-political background of science communication
  - poster presentation
  - ...

**Homework:** - communicate  
- prepare poster of research

