

# Training – Scientific Communications



You and several of your colleagues want to attend a course on effective scientific writing, speaking, or another topic related to communication?

We offer completely customized courses for research groups, departments, and entire institutes that combine on-line interactive classes (using Zoom, Skype, or a platform that you provide) with off-line practical exercises (assignments) based on your own project. This means you will become skilled in the new techniques while advancing your own research.

The courses take place over several weeks, ensuring that you can complete the practical exercises amid your other obligations and that you have time to explore deeply the course material. Such a course provides longer-lasting benefits than a traditional one- or two-day workshop.

The classes will be conducted, and your exercises will be evaluated, by our highly experienced consultants from the US and Europe, who are former researchers now devoted to helping other scientists present their work effectively to others. These consultants have been carefully selected because of their strong publication record, ability to win research funding and their passion for helping scientists like you.

The training can be conducted entirely in English, or in a mixture of English and Chinese as desired.

Some of our more popular trainings are listed below. Please note that all our courses are customized to your needs and research area(s).

## **Fundamentals of communicating science to peers**

- Telling your research story with the target audience in mind
- Thinking of your research project as a "story"
- Telling your research "story" clearly and effectively with words (distilling, elevator pitch, nucleus, triaging, visualizability, focusing on "what" not "how", strategic structuring according to cognitive principles)
- Telling your research "story" clearly and effectively with figures
- Practical exercises based on your own project

## **Writing effective research manuscripts**

- The structure of an effective research paper and common mistakes to avoid
- Tips and exercises for writing clear English
- The steps of the publication process and how to interact with journal editors and reviewers
- Practical exercises writing titles and abstracts
- Practical exercises writing parts of a paper
- Strategies for choosing the "right" journal, especially when under pressure
- How to recognize (and avoid) predatory journals (with real examples/stories)
- Main reasons for manuscript rejection, and how to avoid them

**For basic and applied sciences: Designing high-quality research projects in the general sciences and publishing them in international journals**

- Design research projects likely to be attractive to international journals
- Identify key concepts and selling points of a project to highlight in a research article
- Weave a clear and coherent research "story" in the different sections of an article
- Macro issues - organization, structure, thinking like the reader
- Micro issues - grammar and sentence structures
- Think like an editor or reviewer when writing a research article and preparing figures and tables
- Feel less afraid and "lost" when navigating through the publication process and responding to editors and reviewers

**For clinical scientists: Designing high-quality research projects in the medical sciences and publishing them in international journals**

- Same content as the workshop for the general sciences
- Several issues specific to medical/clinical research, including research ethics (institutional approval, informed consent), patient anonymity, sample size calculations (power analysis), definition of outcomes (primary, secondary), types of clinical studies and their hierarchy of importance (evidence level), statistical vs. clinical significance, reporting guidelines (e.g. STROBE, PRISMA, MOOSE), blinding, effective figure design.

**Giving effective research talks**

- The structure of an effective research talk and common mistakes to avoid
- Why a talk is NOT the same as a paper!
- Effective slide design
- Using your voice and body language effectively
- Each participant gives a practice talk of 5 min with slides

**Making attractive and informative research posters**

This workshop will present participants with ideas and strategies for creating minimalistic but effective posters more likely to catch the interest of viewers. Emphasis will be placed on showcasing a few key messages from the overall project instead of creating a "research paper on a poster". Positive and negative examples of posters will be analyzed, and participants will design posters based on their own work.

Major topics include:

- How audiences process information in posters
- What to say where: strategies for arranging key messages
- Common mistakes to avoid
- Giving a "poster talk" while interacting with people at your poster

Contact us for a discussion and quotation at [info@creaducate.hk](mailto:info@creaducate.hk)