



Workshop

‘Digital Reputation Building in Science’

Venue University of Bern, Switzerland

Date April 2, 2020

Duration 1-day workshop (09:30 to 17:30 incl. breaks)

Language English

Participants max. 12

Location Seminar Room, Gertrud-Woker-Strasse 5, 3012 Bern



Workshop agenda

Time	Session	Duration
09:30-10:00	Welcome and introductory discussion - Identifying expectations and core questions	30 mins
10:00-11:15	(1) Self-Marketing and Reputation Building in a research context - Principles of Open Science Communication - Establishing an online presence as a scientist - Online-marketing for a research topic	75 mins
11:15-11:30	Tea & coffee break	15 mins
11:30-13:00	(2) Public Relations via online tools and services - Using Social Media Channels like Facebook, Twitter & Co. in a Research Context - Social Networks designed for Scientists - Develop your own Digital Strategy	90 mins
13:00-14:00	Lunch break	60 mins
14:00-15:00	(3) Digital tools and platforms for the research workflow - Electronic Laboratory Notebooks - Reference Management Systems - Online Repositories	75 mins
15:00-16:00	(4) Data privacy and security, Intellectual Property and Licensing - Data privacy for the scientist and within the research project - How to protect Intellectual Property in the Digital Age - Licensing systems and legal aspects	75 mins
16:00-16:15	Tea & coffee break	15 mins
16:15-17:00	(5) Time-efficient communication along the Open Science principles - Time management strategies - SMART guideline - Vienna Principles of OA Scholarly Communication	75 mins
17:00-17:30	Closing session - Open questions - Planning towards knowledge transfer - Feedback	30 mins