My research is about facts and data, how does storytelling fit in?

WHY TELL STORIES

Humans love stories, and science is full of them, from historical anecdotes to your own late-night, coffee-fueled inspirations. Integrating storytelling into science communication increases engagement, a sense of inclusion, and trust in science and the scientist. Sadly, we aren’t trained as storytellers, and we often tend to strip away those very human elements of our work when we present it.

IT DOESN'T HAVE TO BE THIS WAY!

WHAT YOU'LL LEARN

Join us, and you’ll learn about where stories come from, how to integrate them into your research and make them your own, narrative structure theory, and how to establish a stage presence and persona tuned to your audience and goals. You’ll get a chance to put the training into practice, workshopping your own research project into a story.

Join the 4th Cohort of
LAB TALES
A Science Storytelling Workshop
August 19-22
10 am - 1 pm daily
(plus evening on the 22nd)

APPLY BY
07/01/24
HERE

STEM G2+ graduate students and post-docs invited to apply

Presented by science educators, faculty, professional storytellers, and maybe even a magician

Prof. Daniel Cohen, MAE
Annetta Black. Co-founder of Odd Salon
The Council on Science and Technology

Send any questions (with “Lab Tales” in the title) to danielcohen@princeton.edu

Made possible by: generous support from the National Science Foundation (CAREER 2046977), the Council on Science and Technology (CST) at Princeton University, Princeton GradFutures, and Princeton University.