



## 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](mailto:danielcohen@princeton.edu)

## 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.

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