



# INFORMATION & COMMUNICATION CONSULTING DR. KLOTZBÜCHER

*Dear workshop participant,*

checking the preliminary program you will notice in the plan that I will coach you for 1.5 days in "Science Communication".

This is a catch-all title - and a bit misleading. What I will do is to bring you up-to-date on the possibilities for the next steps in your career. As you know: "No money - no career". Already for several years I give seminars for PhD students, postdocs and group leaders on the **research funding opportunities** in Germany, Europe and even worldwide - and I know what you need!.

Writing a funding proposal seems simple, but having success is rare: (i) there is barely enough funding available for the very best, and (ii) university and research institutions fail in teaching you about the large difference between writing a scientific publication and a successful funding proposal - especially in today's competitive research environment.

Thus I will start out by explaining to you the diverse **research system in Germany**, followed by the rather elaborate **research funding systems** in Germany and Europe. A major part of my presentation will be the **rules, tips and pitfalls** for writing a funding proposal in general and in particular, using in the latter case German organizations and the HORIZON 2020 program of the European Commission as examples. So my agenda is like

- Some relevant comments
- WHERE are the research opportunities in Germany?
- WHO does fund research activities in Germany and Europe?
- Basic features of a research funding application
- Typical submission procedures
- The viewpoints of project officers and evaluators
- Proposal preparation & grantsmanship
- Common features of successful proposals
- Where are YOUR best chances?

From another day-seminar on "Scientific writing" I will include some of the topics:

- Basic rules for the PhD and Postdoc phase of a scientific career
- Rules for writing a lab book (manual and electronic)
- Literature search and journal club
- Regular reports to the Prof
- Rules for a poster presentation
- Rules for a personal (workshop) presentation
- Writing and (open access) publishing a scientific paper
- Guidelines on the Handling of Research Data
- Writing a research funding application
- Writing a publication or funding application review
- Points to consider for a job (postdoc) application

And, last not least, as I was Public Relations Officer of a Max Planck Institute for ten years, I will share some advice on how to handle science communication with journalists and governing bodies.

*Kind regards, Werner Klotzbücher*