

# RMU Weeks of Equal Opportunities 2024

A digital event series for research alliances at Rhine-Main-Universities

There are still places available in the following two workshops for young female researchers. We look forward to receiving your last-minute registration at [genderconsulting@uni-mainz.de](mailto:genderconsulting@uni-mainz.de) by next Friday, 28 June 2024.

## Workshop

### Visibility in research and communication

05.07.2024, 09:00 - 15:00 h

Sharing research can be challenging, especially for doctoral candidates and postdocs. To make one's research more visible, it is important to sharpen personal profiles to reach new target groups.

The workshop aims to explore these strategies to empower researchers in a practice-oriented manner: a clear message is just as much a part of this as consciously creating research visibility and communicating on social media.

The workshop offers

- an overview of social media as a means for internal and external science communication, its structure, functions and weaknesses (X, TikTok, LinkedIn, Bluesky)
- Techniques, tools and basic strategies for creating a personal profile through communication
- Practical examples and exercises to develop core messages using a rhetorical approach

The workshop aims to

- Explore and teach basic aspects and principles of rhetorical science communication, especially with regard to ethos (image / authenticity)
- support participants in creating more awareness for their research and emphasizing its relevance through self-presentation
- take a practical approach and offer researchers opportunities to build or strengthen their online presence

At the end of the workshop, participants will be able to

- present their research profile in a clear and comprehensible way
- use social media as researchers to connect with different audiences, promote their visibility as researchers and highlight the relevance of their work

## Your Trainer



Dr. Markus Gottschling is a researcher and lecturer on literature, rhetoric and science communication. He is a research associate at the department "Allgemeine Rhetorik" at the University of Tübingen and is responsible for the scientific coordination of the RHET AI Centre - Centre for Rhetorical Science Communication Research on Artificial Intelligence. There he is head of the research group "Communicative Competence".

Time: Friday, 05.07.2024, 9:00 - 15:00 h

For: Female PhD students and female post docs

Registration: please register early via

[genderconsulting@uni-mainz.de](mailto:genderconsulting@uni-mainz.de)

Maike Schikora | Stabsstelle Gleichstellung und Diversität JGU Mainz

*Workshop + Coaching*

## **Pathways to a successful career in research: Becoming a professor or what else?**

*Plan your next steps, make strategic career decisions, and consider your personal strengths*

*10.07.2024, 09:00 - 13:00 h*

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If your passion is research, many questions arise during your doctorate or postdoc: What do I do to stay successful in the academic system? What next step is important for my academic CV? How do I get a professorship? What do I have to do for this and can I even manage it? What would suit me?

Sometimes the first steps into academia are rather accidental, you enjoy the discipline, there was a suitable position and the path to a doctorate was set. But then what? Even if a career in science cannot be planned down to the last detail: If you are considering staying in academia, you should start making strategic decisions in good time. The workshop will help you to develop an understanding of scientific career paths and to reflect on yourself. What do you bring, what are your strengths, what is holding you back and where should you develop further to fully realise your potential?

Please note: The workshop is also explicitly aimed at women who want to clarify whether a career in science would be conceivable for them.

The workshop offers you input and the opportunity to exchange experiences in the group. With some time apart and the opportunity for individual reflection, there is a one-to-one coaching session for each participant in which a personal concern can be discussed confidentially with the coach.

### *Your Trainer*

Prof. Dr. Annette Kolb is a biologist and has worked as a scientist at universities in Germany and abroad for over two decades. With her many years of expertise and experience from her own career path - from junior professorship to full professorship - as well as experience from her work for the Senckenberg Society, among others, she has now been supporting young scientists and junior research group leaders for many years through coaching and training on questions of strategic career development.



Time: Wednesday, 10.07.2024, 09:00 - 13:00 h;  
*appointments for the coaching session will be arranged individually*

For: Female PhD students and female post docs

Registration: please register early via  
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