

Discussion PSV III Tue 13:00 HSZ/AUDI
Soft Science Skills - Self-branding for Scientists — ●LUCAS
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This session explores communication and self-branding strategies de-

signed for scientists, helping them to effectively communicate their expertise and build a recognizable professional identity. Our invited speakers will share insights on how science communication can be used as a tool to position oneself strategically within a research or industry field and how to benefit from the multiple opportunities of digital and social media platforms. Thereby, attendees will obtain a specific action plan on how they can enhance their visibility, credibility, and career opportunities in academia and industry.