



MaP Doctoral School | Advanced Manufacturing - Workshop

## Scientific Storytelling

fall 2022, structured in three parts:

- Kickoff: 10 October | 10.00-10.30 | online
- Workshop: 19 October | 8.30-16.30 | HIT E 51
- Pitch Lab: 9 November | 9.30-12.30 | online

### How to draw the essence of my doctoral topic & arouse curiosity about my work?

In this practical workshop, participants learn to create a captivating story from their doctoral topic. In addition, the basics of performance skills, such as voice and non-verbal communication, are trained. Every form of communication is dialogic - even a pitch with 100% speaking presence. By noticing triggers in the audience, workshop participants learn to communicate in a way that is appropriate to the addressee. In practical exercises, participants experience sudden insights by comparing their own with the perception of others. Structured feedback loops allow them to build on strengths and work on blind spots.

**Further Information & Registration:** [www.doctoral-school.ethz.ch/events/storytelling](http://www.doctoral-school.ethz.ch/events/storytelling)



#### Workshop Instructor:

Marco Zbinden graduated as an actor at the ZHdK in 2004. In 2012 he acquired a diploma as an adult educator (SVEB). In the last ten years, he has taught performance skills and practical rhetoric for different institutions (PH Zurich, SAQ Qualicon). Furthermore, he works as a voiceover speaker and personal coach for performance and communication. As a «Future Now Consultant», he advises companies on internal communication and moderates events ([www.futurenow.ch](http://www.futurenow.ch)).