

ELENA – PSTS2 – Tuesday 26 to Thursday 28 March 2019: Course Overview & Agenda

Planned Learning Outcomes of the Course:

- Development of Teamworking & Group Co-operation
- Improved presentation & engagement skills including content selection relevant to target audience/s
- Increased understanding of how to manage journalist/media interviews
- Understanding of how Social Networks can develop project, professional and personal profiles

Activities planned to deliver Learning Outcomes and develop professional & personal complementary skills

- **ELENA video** – supports all learning outcomes: increase team-working & collaborative ethos; improved self-presentation and project content; selection/self-editing of content expressed orally; confidence in speaking with media prompted by distribution of/access to the video; tactical understanding of use of visual content across social networks for project, professional and personal promotion.
- **Elevator Pitches** – supports self-presentation; selection/self-editing of content; confidence in preparation for and actual speaking with a variety of audiences.
- **ESOF2020 (Trieste)** - supports all learning outcomes: increase team-working & collaborative ethos (in development of exhibition & formal proposals for the main conference); improved self-presentation and project content (planning for running the booth & the session); selection/self-editing of content expressed orally (speaking at the booth & in the session); confidence in speaking with media (ESOF2020 will have 500+ media in attendance); tactical understanding of use of engaging, promotional content across social networks for project, professional and personal advancement.
- **Webinars** - improved self-presentation; production of engaging, relevant slide decks; selection/self-editing of content expressed orally; confidence in the technology and format of speaking/presenting online (job interviews are common online).
- **Social networks** – increased understanding of relevance and potential impact of utilising social channels for project dissemination, professional and personal advancement (including for your next job post PhD)

Preparation for the course:

In advance of the course ESRs are requested to work on and prepare for two activities bringing any/all appropriate material/files with them to the course:

- **Elevator Pitch** – building on experience at the first course and updated to demonstrate progress on own project; 90 seconds maximum, no slides, props allowed if appropriate; pitch at a knowledgeable, interested but non-expert audience
- **Slide decks** – building on the slide decks prepared for the mid-term review and other project activities, update the slide deck to demonstrate progress with individual project (lessons learned/skills acquired/challenges/changes in direction/focus on outputs and outcomes) for use with the online webinar activities at the course and the actual webinars to be held later in 2019.

Course Leaders: from Minerva – Rhonda Smith rhonda@minervacomms.net
& Marie Saville marie@minervacomms.net

In attendance: Oddur Ingólfsson, Nigel Mason, Brynja Dís Guðmundsdóttir

Plus: Robert Hawthorne, experienced cameraman will be joining the course on Tuesday and Wednesday to film the activities of the course and the ESRs whilst working and being interviewed. Time will be allocated to ensuring that ESRs are prepared for that filming & interviews. Footage taken at the course will be used for the compilation of a project video which will be supplemented by stills photography and further by video footage taken at selected ESRs place of work.

ESRs should also note that photographs will be taken throughout the course for use on the project website, in project e-newsletters and social networks, and in formal reporting documents as well as in the video.

Follow-up: ESRs are expected to work as a team post the course to further develop and deliver the activities started during the course and to meet set and anticipated deadlines (the ESOF exhibition stand and workshop session, the video and the webinars).

AGENDA

	Mon 25th	Tues 26 th	
am	Arrivals	09:00 Welcome 09:15 Introduction to the Course 09:45 Elevator Pitches – preparation 10:30 Coffee break 11:00 Elevator Pitches – preparation / rehearsals 11:30 Pitches – with feedback 12:30 Interview preparation	<p>Welcome to Iceland & the course (Oddur Ingólfsson, UoI)</p> <p>Comprehensive Introduction (MIN) to the course including information on filming at the course for the ELENA video, the video itself, preparation for ESOF2020 (exhibition stand & conference session submission), & online webinar presentations</p> <p>Elevator Pitches (MIN) with focus on ESRs progress on their projects (informal filming): preparation & presentation (individual work)</p> <p>Introduction to preparation for interviews based on Elevator Pitch scripts/content (MIN/Rob Hawthorne)</p>
	12:45 – 13:45 Lunch		
pm	Arrivals 18:00 Transport	13:45 The Interview 14:00 Interviews 15:00 Coffee break	<p>The Interview & being filmed – hints & tips Preparation, rehearsal & filming (MIN/Rob Hawthorne)</p>

	to course location From	15:45 ESOF2020 preparation: exhibition & session (group work) 18:00 Close of Day One: Work continues on ESOF ideas if required by groups	ESOF2020 – introduction to the event: the call & themes, cross-cutting challenges, principles to ensuring success (MIN) <i>In 3 groups of 5, ESRs will work up ideas for the Conference Session & the Exhibition Booth – call for proposals opens 12 March – closes end June 2019.</i> By 17:00 Presentation by groups of proposals – work continues until close of formal part of day
eve	Course ice-breaker Course supper	19:30 Course supper	Project Co-ordinating Team considers ideas & selects key ones to take forward – results communicated to groups post supper (Oddur, Nigel, Brynja and Rhonda/Mimi)

Wednesday 27th			
am		0830 start: Media interviews 0930: ESOF2020 further preparation <i>No formal coffee break this am session</i>	Speaking with the media – the key do's and don'ts (MIN) ESOF – plenary and group work on the selected ideas & content <i>Agreement on taking the project forward: who, how, by when</i>
Lunch 12 noon - depart 12:30			
pm		Social tour – 7/8-hour trip	
eve		Social dinner – c.20:00	

Thursday 28th			
am		0900 start: Online Webinars 1 <i>10:30 Coffee break</i> Online Webinars 2	Online webinars: introduction to the GoToMeeting system Preparation of the slide decks (individual work/but clusters to be agreed) Practice use of the system (ESR volunteers needed!) <i>'Real time' schedule to run before end of June 2019 – need for 'experts' to engage with this exercise</i>

Lunch 12:45 – 13:45		
pm	<p>13:45 Social Networking</p> <p>15:00 <i>Coffee break</i></p> <p>16:00 Follow-up work – continuation of work and ownership</p> <p>16:30 Personal Development Plans (PDPs)</p> <p>16:45 Feedback on Course</p> <p>17:00 End of Course</p>	<p>Social Networks & Channels Update & case studies Twitter exercises: hashtags & tweets LinkedIn for professional & personal development <i>Photos to be taken with live tweeting</i></p> <p>Follow-up work: Video, ESOF2020, Webinars</p> <p>Update of PDPs – on complementary skills & integration with portfolios/CVs</p> <p>Feedback on course – including requests for PSTS3</p>
eve	<p>17:30 Departure</p>	<p>Transport to City & Airport to be provided</p>

14 March 2019 – Agenda – Final