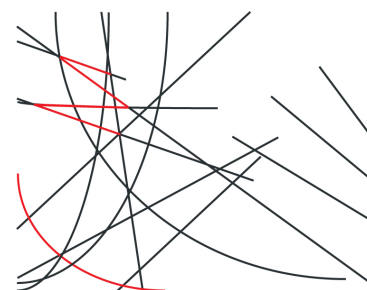


Summary of Activities (updated mid-2019)



CREADUCATE CONSULTING

Writing and editing of scientific and technical documents in English or German

Translation of scientific and technical documents into English from any of the following languages: German, French, Italian, Spanish, Chinese, Croatian, Serbian or Bosnian

Training in written and oral scientific communication aimed at peers

These trainings are agreed individually with each client based on need. Some typical examples follow:

Fundamentals of communicating science to peers

- Telling your research story with the target audience in mind
- Thinking of your research project as a "story" and not as "slides"
- Telling your research "story" clearly and effectively with words (distilling, elevator pitch, nucleus, triaging, visualizability, focusing on "what" not "how", strategic structuring according to cognitive principles)
- Telling your research "story" clearly and effectively with figures
- Practical exercises based on your own project

Writing effective research manuscripts

- The structure of an effective research paper and common mistakes to avoid
- Tips and exercises for writing clear English
- The steps of the publication process and how to interact with journal editors and reviewers
- Practical exercises writing titles and abstracts
- Practical exercises writing parts of a paper
- Strategies for choosing the "right" journal, especially when under pressure
- How to recognize (and avoid) predatory journals (with real examples/stories)
- Main reasons for manuscript rejection, and how to avoid them

For basic and applied sciences: Designing high-quality research projects in the general sciences and publishing them in international journals

- Design research projects likely to be attractive to international journals
- Identify key concepts and selling points of a project to highlight in a research article
- Weave a clear and coherent research "story" in the different sections of an article
 - Macro issues - organization, structure, thinking like the reader
 - Micro issues - grammar and sentence structures

--- CREADUCATE CONSULTING GMBH ---

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Think like an editor or reviewer when writing a research article and preparing figures and tables

Feel less afraid and "lost" when navigating through the publication process and responding to editors and reviewers

For clinical scientists: Designing high-quality research projects in the medical sciences and publishing them in international journals

Same content as the workshop for the general sciences

Several issues specific to medical/clinical research, including
research ethics (institutional approval, informed consent)
patient anonymity
sample size calculations (power analysis)
definition of outcomes (primary, secondary)
types of clinical studies and their hierarchy of importance (evidence level)
statistical vs. clinical significance
reporting guidelines (e.g. STROBE, PRISMA, MOOSE)
blinding
effective figure design

Giving effective research talks

The structure of an effective research talk and common mistakes to avoid

Why a talk is NOT the same as a paper!

Effective slide design

Using your voice and body language effectively

Each participant gives a practice talk of 5 min with slides

Making attractive and informative research posters

This workshop will present participants with ideas and strategies for creating minimalistic but effective posters more likely to catch the interest of viewers. Emphasis will be placed on showcasing a few key messages from the overall project instead of creating a "research paper on a poster". Positive and negative examples of posters will be analyzed, and participants will design posters based on their own work.

Major topics include:

- How audiences process information in posters
- What to say where: strategies for arranging key messages
- Common mistakes to avoid
- Giving a "poster talk" while interacting with people at your poster

The scientist, social media and Internet 2.0

Brief introduction to social media and what to expect

Post-publication profiling of your work

Optimizing the findability of your research via Internet search engines

Video abstracts

Reader behavior and cognitive psychology

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Training in written and oral scientific communication aimed at the general public

Engaging with the public

- General theory and practice of communicating effectively with non-scientists
- Which types of public communication exist, and how you can get involved
- Active vs. proactive vs. reactive communication
- Communication activities involving “multipliers”
- Teachers
- Media
- Understanding policy-making and the need for researchers to be involved

Training in career exploration

Exploring the career-verse open to former researchers

- Understanding that "alternative careers" are actually the norm!
- Seeing all your career options and navigating through them based on on your goals and expectations
- Thinking strategically and opportunistically about your career path
- Optimizing your CV and performance in interviews

Partnering on research projects

Our consultants can work with you to select research questions and design experimental studies more likely to be attractive to high-profile journals. We can help you perform rigorous analyses, with or without statistics. Then we can help you make sense of your results and position them in the "bigger picture".

Many clients ask us for help when it's too late—they have already finished the project and just want to publish it—but they are disappointed when journals repeatedly reject their work because of problems or inadequacies that were decided early in the project. We can help you avoid those mistakes.

Watch excerpts of our training activities on our Youtube channel:

www.youtube.com/channel/UCXiD49EANCD1TFQ-rnAJ-nA