

VIBES workshops: 11 March 2020

PARALLEL SESSION 1: 13h30 – 15h00

Communicating science to non-scientists

Dr. Jean-Luc Doumont - Principia

Nonscientists often see science as impenetrable and scientists as unsociable introverts hiding in labs. In turn, researchers wonder how they could possibly explain their work in a clear yet scientifically correct way to people outside their own field. Additionally, online resources provide easy access to information, but one should of course also safeguard the content of the message. This lecture explores the challenges of communicating science to nonscientists (and, to a point, to fellow scientists as well) and proposes strategies that help overcome these challenges.

Leadership foundation course – Grow as a leader

Dr. Robin Lefebvre – Grow 2 Excel

Becoming a senior scientist has a 10-year learning curve that starts with basic science education in high school to expert insights during a PhD, yet the ability to lead others is a skill that most need to learn overnight when their first leadership responsibility is given. In this workshop we will first discuss what leadership is, how you become a leader, and how you grow as a leader. Subsequently we touch on different tools on how you can inspire others towards a goal, leverage the 4 E's of leadership (Envision, Enable, Empower and Energize) and 'Start with Why?'. Finally, we bring the workshop into action. How can you bring the learned insights into practice and move forward?

Academic Entrepreneurship in Life Sciences

Prof. dr. Thomas Crispeels - Assistant Professor at VUB, department of Business Technology and Operations.

Always been curious to know how wet lab discoveries make it to the market? You are not alone, the roadmap for translating technology to a product launch is often poorly understood by many academics. This session will give you the opportunity to explore how academics can become entrepreneurs in life sciences. Based on some high-profile cases, we will show how entrepreneurial ideas emerge and evolve in an academic setting and what it takes to turn these ideas into new companies and spin-offs. We will pay attention to the role and development of researchers into so called Academic Entrepreneurs and will position this endeavor within a university or research center setting. After exploring these "pre-spin-off" aspects, we will then turn to the process of setting up of a biotechnology company. At the end of this session, the participants will have a good understanding on the ingredients needed to set up a successful biotech start-up and will be able to assess their role in this adventure

PARALLEL SESSION 2: 15h30 – 17h

A PhD in R&D, job possibilities outside academia

Dr. Robin Lefebvre – Grow 2 Excel

Making a career transition from academia to industry can be intimidating. After all, it means leaving something safe and familiar for a role in a field where you probably have almost no contacts, only few applicable skills, and absolutely no idea what to put on your resume. But though transitions might be tough, with the right preparation, perseverance, and a positive outlook, you can find a satisfying new occupation. To make the transition from academia to industry, you need to start by understanding what is available in the industry. What are the different type of roles? What are the parallels and differences with your academic career? This workshop will provide a behind the scenes perspective of a typical R&D organization and the different roles and responsibilities.

Data visualization

Dr. Koen Van den Eeckhout - Baryon

Communicating complex research data is a delicate exercise of synthesis and clearness. Data visualization for an article, presentation or poster must not only be accurate and unambiguous, but also easy to understand and attractive so that it draws the attention of your audience. Including nice graphs and infographics can really make the difference to keep the interest of your public and make them curious for the rest of the results. In this workshop, we will offer you a short overview and practical examples of online and offline tools to design and create the perfect graph for your data. You will go home with tips and tricks, dos and don'ts, and a checklist to ensure the data visualizations in your next publication will be on point!

Confidence on stage

Ann De Ron – Fish Grow Feet

Do you feel nervous and uncomfortable on stage? Does a large audience make you forget everything you prepared for? Don't worry, even the most professional performers can suffer from a lack of confidence. The good news is that with a good preparation and using the right tips and tricks, you can handle your stress. In this interactive workshop, you will learn how to prepare for your presentation, how to keep calm and how to connect with your audience.

KEYNOTE TALK: 17h15 – 18h15

We scientists in 2043

Prof. Dr. Luke Georghiou, University of Manchester, UK

The world is changing faster and faster and it is faced with challenges in different areas of development: economically, socially and environmentally. Science too is profoundly affected by (and affects itself) society and the more discoveries that are made, the more science impacts human life. In this speech, the future role of science in society will be at the center of discussion, and the 5 Ws (and 1 H) will be presented. Specifically, the talk will focus on how the culture of science will likely evolve in the coming years. We will discuss what scientists can do to get prepared to these changes and in turn, what universities can do to prepare their scientists.