

# Advanced Storytelling for Scientists



Take your scientific writing, presenting and communication to the next level with scientist and storyteller Dr Anna Ploszajski.

So, you've mastered the three act structure. You're a hero with the Hero's Journey. You're comfortable being your protagonist and narrator. Now you might be asking; 'what's next?'

This is a training course for those wanting to push the boundaries of how science is done, and even redefine the genres of science writing and presenting altogether.

In it, we'll discuss advanced story structures and shapes, experiment with character choice and point-of-view, and borrow tools from creative writing to engage audiences like never before.

In the final part, which I'm calling 'Fucking Shit Up', I'll challenge you to not just think outside the box for how to communicate your science, but put the box in a blender, re-pulp it and mould it into something entirely new.

I've been pushing at the boundaries of traditional science communication for a decade, through stand-up comedy, demo-filled live shows and creating a unique blend of autobiographical popular science writing as a published author.

The course is split into four parts with some time in between for reflection and development of your ideas, and it can be run in-person or online. Numbers will be kept deliberately small to allow for discussion, debate and tailored and feedback workshopping.

To get the most out of this course, you should have attended my introductory Storytelling for Scientists training, or have been working in science communication for a number of years.

These advanced skills are aimed at helping you communicate via:

- Public engagement
- Writing for the public
- Giving presentations
- Writing papers
- Writing PhD theses
- Interacting with the media

To discuss how I can help you reach the next level...

Email: [annaploszajski@gmail.com](mailto:annaploszajski@gmail.com)

Twitter: [@AnnaPloszajski](https://twitter.com/AnnaPloszajski)

Website: [www.annaploszajski.com](http://www.annaploszajski.com)

# About the Training

## Part 1: Beyond the Hero's Journey

In this part, we'll debate the pros and cons of the Hero's Journey narrative for science communication. We'll look at alternative story shapes, and explore narratives from global storytelling traditions such as kishōtenketsu. By deconstructing the stories you want to tell into its building blocks, we'll play with time and space to build your stories in the way which most makes sense for your aims and audience.

## Part 2: Who's Story is it Anyway?

In this part, we'll be discussing the ethics of protagonist choice and supporting characters, and interrogating our responsibilities as honest storytellers when it comes to creating rich, compelling, flawed scientific characters. We'll experiment with telling your story from multiple points of view and explore multi-protagonist narratives.

## Part 3: Creative Writing for Scientists

This part is all about expanding your communications toolbox by drawing from the world of creative writing. We'll look at framing science in scenes, experiment with 'where's the camera?', and cover tone, rhythm and sensory language to make your science sing.

## Part 4: Fucking Shit Up

Pardon my French. Or maybe not? In this part, I'll challenge you to not just think outside the box for how to communicate your science, but put the box in a blender, re-pulp it and mould it into something entirely new. We'll interrogate your science communication aims and audiences, and dream up unique and brilliant ways of reaching them. Let's fuck some shit up.

The course is split into four parts, each lasting 2 hours, with some time in between for reflection and development of your ideas, and it can be run in-person or online. Numbers will be kept deliberately small to allow for discussion, debate and tailored and feedback workshoping.

## Previous Clients of Storytelling for Scientists

This course is entirely new, but here are some of my previous clients for my introductory course.



## About the Trainer

Dr Anna Ploszajski is an award-winning materials scientist, writer, presenter, comedian, trainer and storyteller based in London. She has a PhD in Materials Science and identifies as a materials generalist; equally fascinated by merino wool as stainless steel, through all the wonderful metals, plastics, ceramics, glasses and natural substances that make up our material world.

Anna channels this passion by storytelling with materials on the screen, radio, stage and page; her first book, *Handmade: A Scientist's Search for Meaning Through Making*, is out now. Anna can often be found London's pub basements performing stand-up comedy about materials and making. She also frequents science festivals across the country entertaining audiences with demo-packed shows. Anna's podcast, *Handmade*, features weekly chats with artists, makers, movers and shakers all with a love of materials.



Having developed her own unique blend of autobiographical and technical science communication, Anna now trains professional researchers in the art of scientific storytelling. She has won numerous prestigious industry awards for her work, including Young Engineer of the Year by the Royal Academy of Engineering, and the Silver Medal from the Institute of Materials, Minerals and Mining (IOM3). In 2022 she was made a Fellow of the IOM3, one of the youngest in its history.

In her spare time, Anna plays the trumpet in a funk and soul covers band called Don't Freak Out and is an ultra-endurance open water swimmer; she swam the English Channel in July 2018.

Oh, and it's pronounced "Por-shy-ski".

