

EIZ Energie-Innovationszentrum
Cottbus



bits
&
bites

Communicate Your Research Effectively

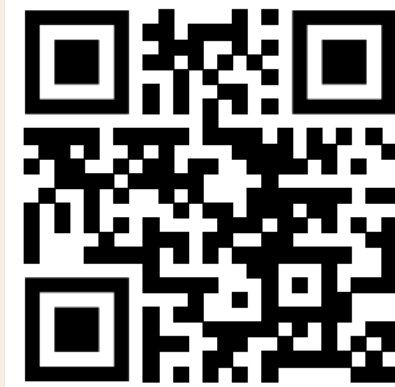
The logo features the words 'bits' and 'bites' in a white, rounded, sans-serif font. The letters are filled with a pattern of small, colorful squares and lines, resembling a circuit board or digital data. A red circle containing a white ampersand (&) is positioned between the two words. The entire logo is set against a dark blue background with a subtle pattern of small, colorful squares and lines. Below the logo, the text 'Communicate Your Research Effectively' is written in a bold, white, sans-serif font.

GS
O*

GSO*

Guidance, Skills & Opportunities
for Researchers

*Your Ally for
Careers in
Academia & beyond.



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LinkedIn

Dr. Birte Seffert –
Career Advice, Coaching, Workshops
& Klaus Tschira Boost Fund
seffert@gsonet.org





How to (Elevator) Pitch Your Research

Explain your work clearly,
in under a minute



Source: <https://slidemodel.com/wp-content/uploads/02-preparing-elevator-pitch-what-is.png>



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1.
Audience

2.
Context

3.
Purpose

Who Is Your Audience?

PEERS & COLLEAGUES
SAME FIELD

Align with their interest,
provide relevant information
with scientific jargon

PEERS & COLLEAGUES
SAME SUB-FIELD

Specifics of your research,
use scientific jargon wherever
required

KNOWLEDGABLE
NON-EXPERT

Topic is of broad interest,
provide relevant information
with little jargon

GENERAL AUDIENCE

Topic is of broad interest,
no scientific jargon

Adapt to level
of knowledge
& awareness
of your
audience

What Context Are You In?

Adapt your
choice of
words &
language

CASUAL

Family gatherings, conversations with friends or neighbours, parties...

SEMI FORMAL

Talking with peers at scientific meetings, talking to strangers at networking events

FORMAL

PhD defense, job interview, media interview, science communication...

COMPETITIVE

Contest, business & sales, grant application...

What's Your Purpose?

OPEN CONVERSATION

Engage the listener

PRESENT RESEARCH TO COMMUNITY

Describe and present your research to peers, followers, or subscribers

MEET POTENTIAL COLLABORATORS

Express points of synergy and mutual benefits

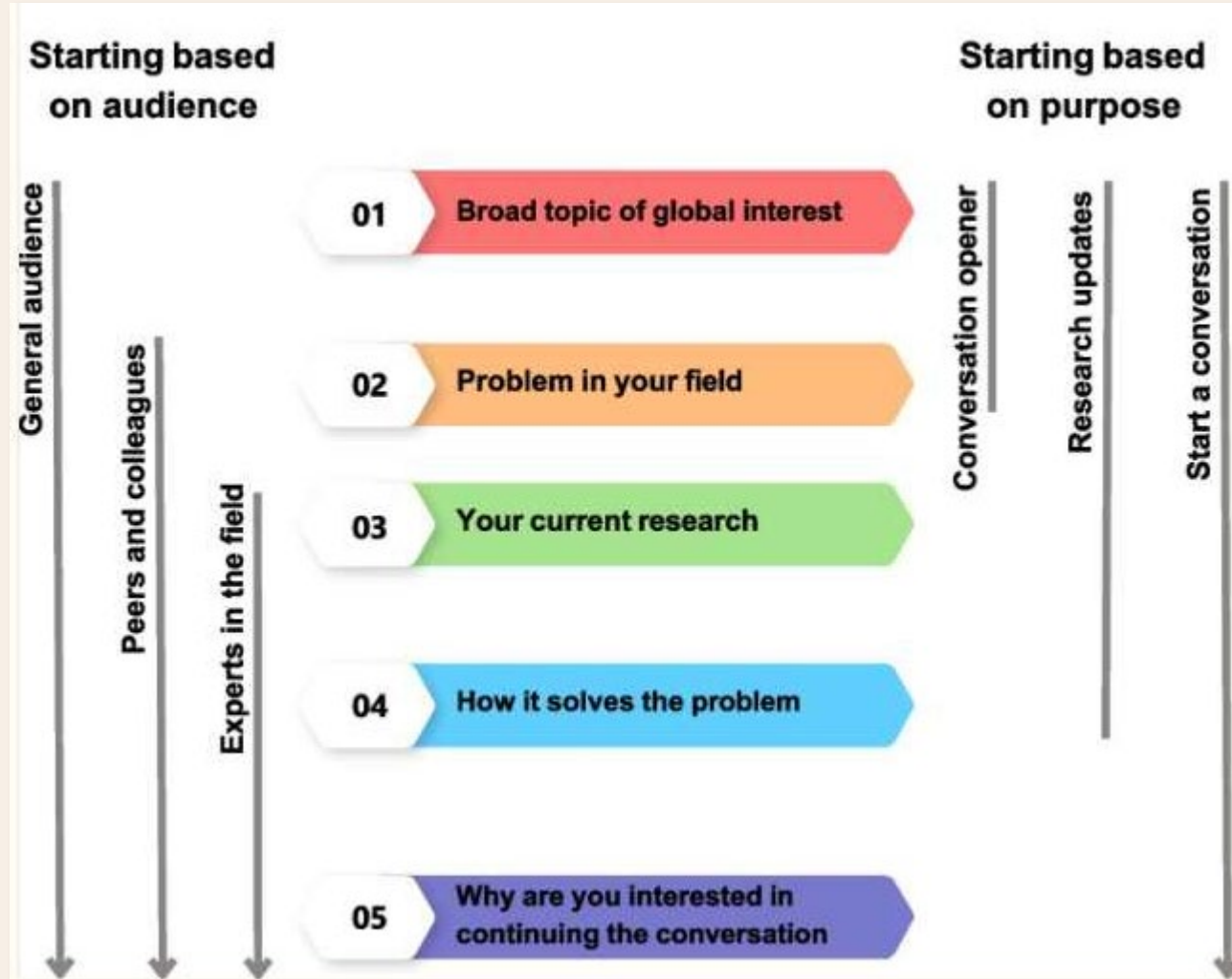
TALK TO FUNDING AGENCIES, INVESTORS, EMPLOYERS

Show that your research aligns with their goals and missions

Let them remember you positively!

Make it about them!

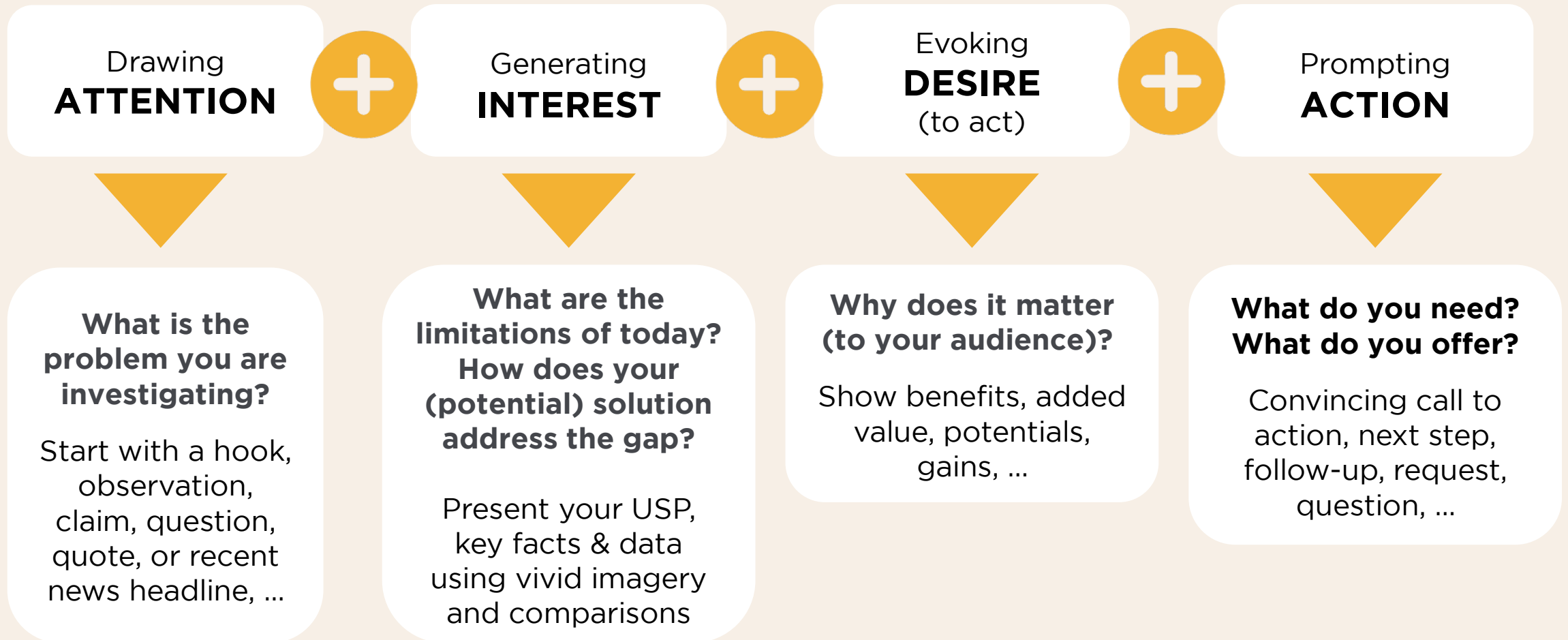
Structure for a Scientific Elevator Pitch

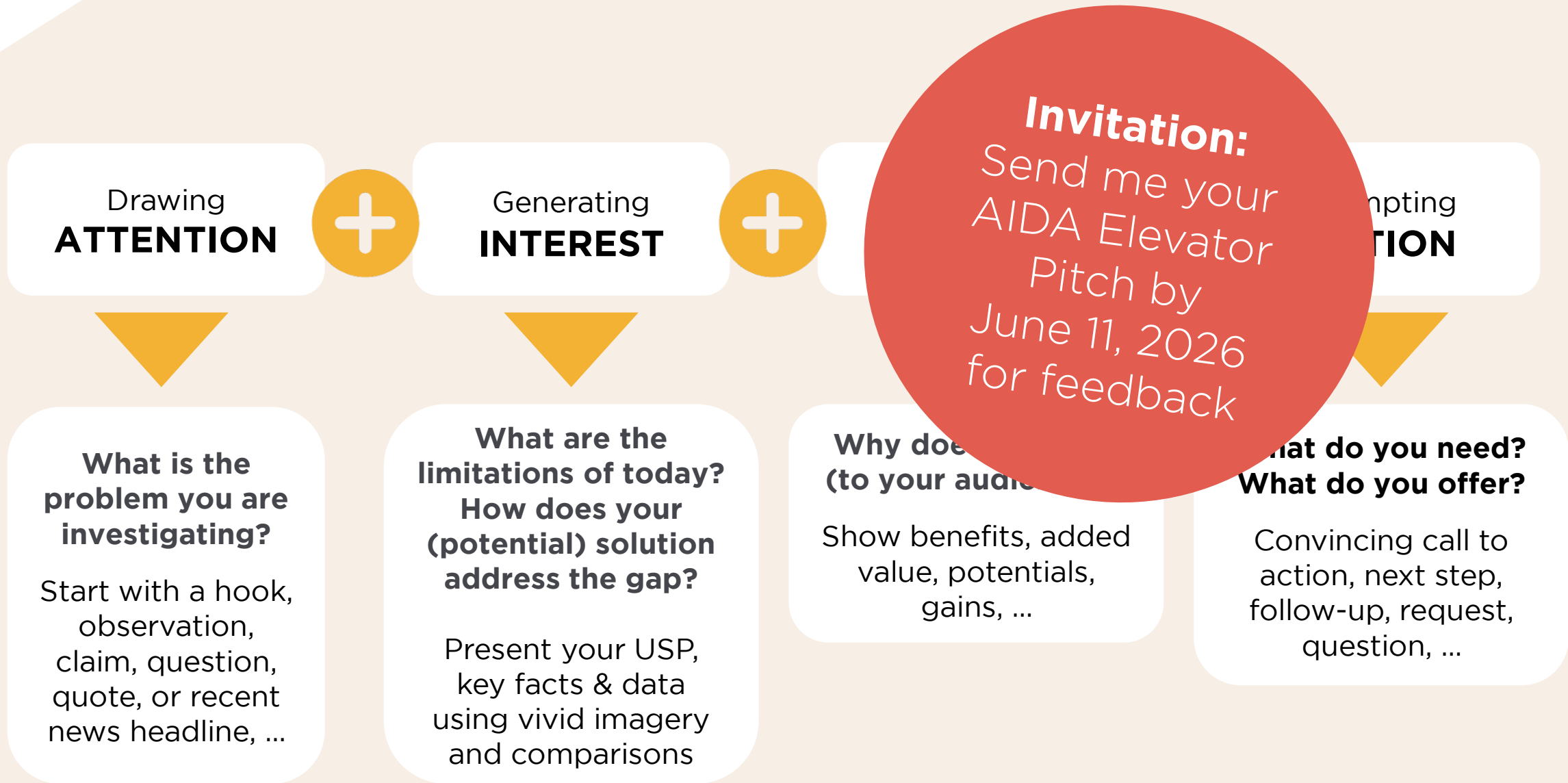


Source: Caromile LA et al.: How to construct and deliver an elevator pitch: a formula for the research scientist. BMC Proc. 2024 Nov 26;18(Suppl 1):27.

The AIDA Principle of the Elevator Pitch







» ...and what are
you doing? «

» Tell me about
yourself «

5 Ways to Introduce Yourself

Benefit

» I help [*who*] achieve [*what*]. «

Breakthrough

» I help [*who*] achieve [*what*] without [*common frustration*]. «

Passion

» I'm passionate about [*what*] to achieve [*what your audience values*]. «

Strength

» I'm known for [*strength*] to achieve [*outcome*]. «

Mission

» I'm on a mission to [*what you're working towards*], to achieve [*what your audience values*]. «

Source: [TED Talk by Rebecca Okamoto, April 2025](#)

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Join us for the next Bits & Bites Workshops

<p>17.02.2026 1:15 – 2 pm</p> <p>Bits & Bites 2: How to LinkedIn for Researchers</p> <p>Get visible without turning into an influencer</p> <p>You'll learn the essentials of a strong LinkedIn profile, simple ways to increase visibility, and how to get started with your first posts. The focus is on realistic, low-effort strategies that fit into busy research schedules.</p>	<p>31.03.2026 1:15 – 2 pm</p> <p>Bits & Bites 3: How to Tell the Story of your Research</p> <p>Less jargon, more clarity for a broader audience</p> <p>This session helps you distil complex research into three clear messages and structure them as a compelling story. You'll work on a short draft that explains what you do, why it matters, and for whom.</p>	<p>28.04.2026 1:15 – 2 pm</p> <p>Bits & Bites 4: Science Communication in Practice</p> <p>How do other researchers actually do it?</p> <p>We look at real-life science communication paths, practical tips, and how to balance communication activities with research responsibilities. This session offers ideas and inspiration to create your own SciComm pathway.</p>	<p>19.05.2026 1:15 – 2 pm</p> <p>Bits & Bites 5: How to (Elevator) Pitch Your Research</p> <p>Explain your work clearly, in under a minute</p> <p>You'll learn how to structure a concise, memorable elevator pitch using a simple framework and adapt it to different situations, from networking events to informal conversations with non-experts.</p>	<p>16.06.2026 1:15 – 2 pm</p> <p>Bits & Bites 6: Open Science Communication Lab</p> <p>Bring your own project and get feedback</p> <p>This session is an open format where you bring your own science communication ideas, drafts, or questions. You'll receive focused input, practical suggestions, and peer feedback in a supportive setting.</p>	<p>14.07.2026 1:15 – 2 pm</p> <p>Bits & Bites 7: Careers in Science Communication</p> <p>What's out there beyond doing research?</p> <p>We introduce career options such as popular science, journalism, science illustration, and citizen science. We discuss required skills, entry points, and support for science communicators in Germany.</p>
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If you attend 5 or more sessions, you receive a certificate of participation