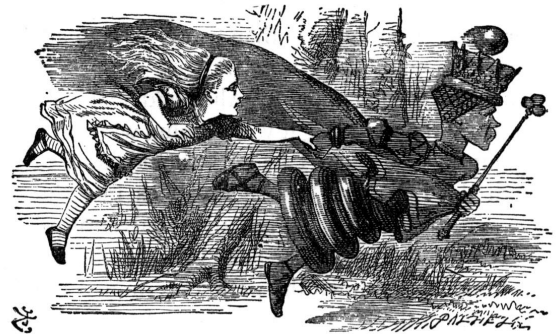
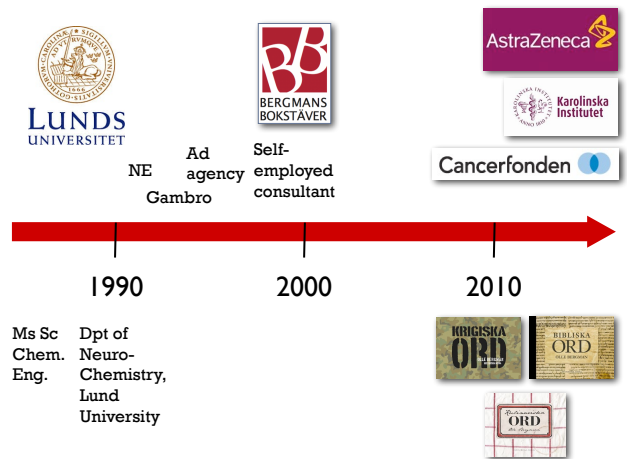


# Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,  
Public Speaker & Professional  
Writer with a passion for people,  
science, language & history.”



Basic principles  
of communication

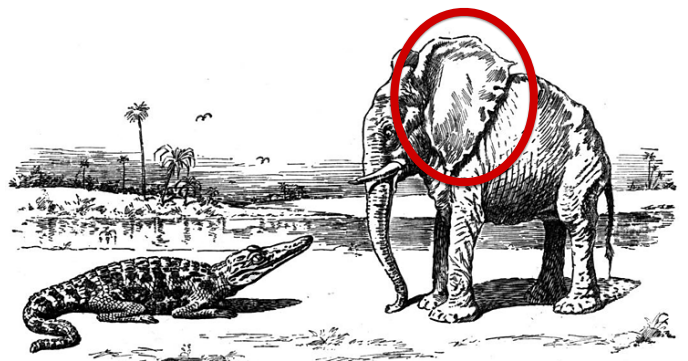
*§ why rhetoric is still relevant in AD 2015*

Define  
your task.



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

Analyze your  
target group.  
**2**



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

SURVIVAL  
SECURITY  
HIERARCHY  
REPRODUCTION

## What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Know yourself.

3

*"To thine own  
self be true"*

*Hamlet Act 1, scene 3*

Passion

Understand  
the limitations  
at hand.

4



Seek inspiration  
in all types of  
communication.

5



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutatio*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



# 3



**A**ttention

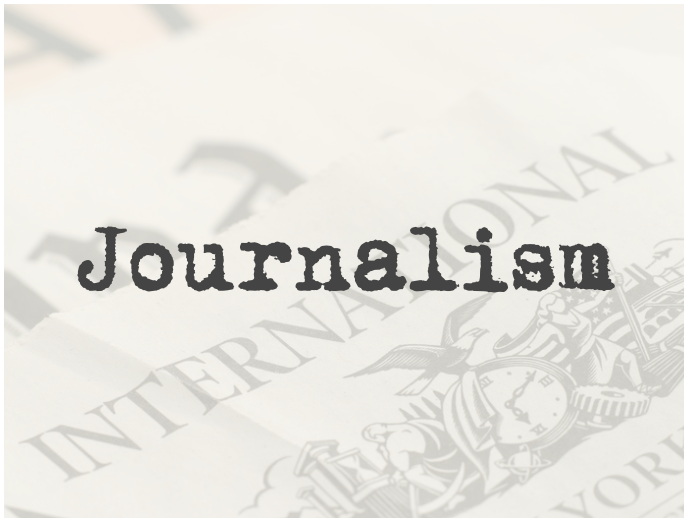
**I**nterest

**D**esire

**A**ction



A screenshot of the Nobelprize.org website. The page is for the Nobel Prize in Physiology or Medicine 2008, awarded to Harald zur Hausen, Françoise Barré-Sinoussi, and Luc Montagnier. The page features a portrait of Harald zur Hausen, his birth information (Born: 11 March 1936, Gelsenkirchen, Germany), and his affiliation at the time of the award (German Cancer Research Centre, Heidelberg, Germany). The prize motivation is: "for his discovery of human papilloma viruses causing cervical cancer". The field is listed as "disease transmission, medical oncology, virology" and the prize share is 1/2. The page also includes social media sharing options and a search bar.



- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ How?
- ▶ Where?
- ▶ Why?



- What do you do as a scientist?
- What problem(s) do you solve?
- How is your research different?
- Why should I care?



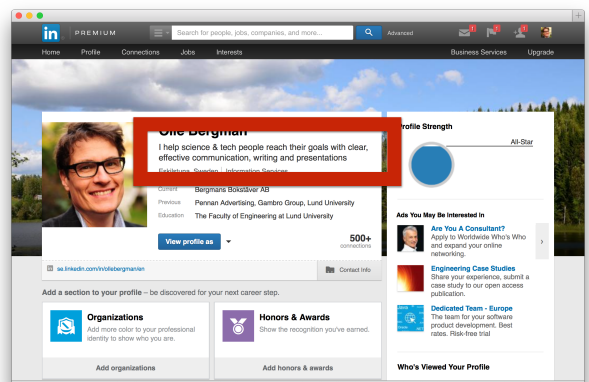
# Tip no. 1

Get a professional-looking photo.



# Tip no. 2

Write a headline.



- Internet Marketing Consultant – helping businesses in Sweden to succeed with their marketing on the Internet.
- Instructional designer, medical writer, science communicator
- I help scientists, publishers and biotech companies to communicate effectively with scientific visualisations
- Nordic Account Manager at Company • Launch • Marketing • Sales • Team leadership • Clinical pharma

## Tip no. 3

### Write a summary.

biomedical research + communication

I am passionate about communication in written, spoken and illustrative forms.

I believe complicated concepts can be explained with language relevant to the target audience.

## Tip no. 4

### Make a decision.



Either ...

... go crazy and fill  
your page with lots of  
interesting stuff about  
you ...

... or ...

... compile carefully  
selected material to  
create a professional  
persona.

**CRASTINA**  
– the new wave of science communicators



**Be a part of CRASTINA:**  
**<http://crastina.se>**

**I appreciate your emails:**  
**[olle@bergman.com](mailto:olle@bergman.com)**

*PS Feel free to  
connect on LinkedIn!*