



MELISSA SOLLICH, CHRISTINE VOSS

How to present and communicate your research – an overview

Postdoc Social – Infosession | 10 October 2019



Topics

- Corporate Design

- Your new paper is going to be amazing! (But who will know?)
 - Press release
 - Social Media
 - Crisis Management
 - Upcoming Workshops

- Event Management
 - Advertising
 - Convention materials / gifts

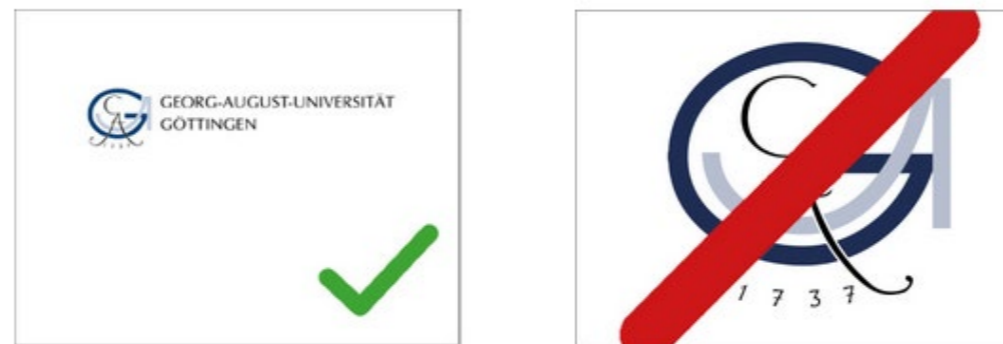
- Additional information



Corporate Design – the University logo

HOW to use the University logo:

- Göttingen University's logo constitutes a combined word/figurative mark.



- The distance between the logo and the edge or other elements should be at least 50 percent of the height of the "GA" logo on all sides.





Corporate Design – the University logo

HOW NOT to use the University logo:

- The logo may never be embellished with a frame, box, shadow or similar elements. The logo must also never be compressed or stretched.
- The logo is always to be displayed horizontally. It must not be rotated or skewed.





Corporate Design – the University logo

DOWNLOAD the University logo:

www.uni-goettingen.de/corporate-design

GEORG-AUGUST-UNIVERSITÄT
GÖTTINGEN

THE UNIVERSITY FACULTIES RESEARCH STUDYING INSTITUTIONS ALUMNI INTERNATIONAL

INSTITUTI... > CENTRAL ADMINISTR... > PUBLIC RELAT... > MARKE... > GÖTTINGEN UNIVERSITY'S CORPORAT...

SUCHEN DEUTSCH

Göttingen University's corporate design

The corporate design defines the cornerstones of the Göttingen University's visual presentation. It has recognition value in various media, presentations and contexts. Maintaining a corporate design fosters awareness for the University and conveys a clear and unambiguous message. In this light, a uniform appearance is of great significance for the University.

On these pages, you will find the most important building blocks and elements of our University's corporate design. External and internal users now have access to key information necessary to shape our corporate design.

Logo

Design basics of the logo
> other

Font and typography

7 2 seiteninnenteil
Umschlag Munkun Lynx 200 g/m²
MunkunLynx 100g/m² = Papierinnenteil
Rückendrahtheftung mit 2 Klammern
B E S O N D E R H E I T
U V - spotlackierung
AufDerTitelseite AUFLAGE

Fonts and their use
> other

Your contact for questions regarding corporate design
Public Relations Department
Regina Lange
Head of Marketing
Wilhelmsplatz 1
37073 Göttingen, Germany
Phone +49 551 39-26220
regina.lange@zvw.uni-goettingen.de

Karin Schlote (administration)
Phone +49 551 39-24342
karin.schlote@zvw.uni-goettingen.de



Corporate Design – Colour schemes

UNIVERSITY IN GENERAL

Primärfarben



Uni-Blau (HKS 41)
 CMYK: 100/65/10/45
 RGB: 21/50/104
 Web: #153268



Hellblau
 CMYK: 24/0/0/10
 RGB: 188/206/226
 Web: #bccde2



Weiss
 CMYK: 0/0/0/0
 RGB: 255/255/255
 Web: #FFFFFF



Schwarz
 CMYK: 0/0/0/0
 RGB: 0/0/0
 Web: #000000

Sekundärfarben



Dunkelblau
 CMYK: 93/36/7/27
 RGB: 0/101/141
 Web: #006597



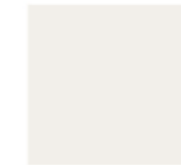
Mittelblau
 CMYK: 85C 13M 5Y 02K
 RGB: 0R 147G 199B
 Web: #0093c7



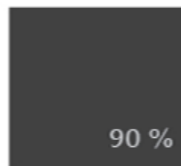
Himmelblau
 CMYK: 51/12/0/0
 RGB: 132/191/234
 Web: #84bfea



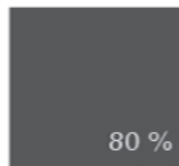
Chamois
 CMYK: 10/11/16/0
 RGB: 234/226/216
 Web: #f2f0e8



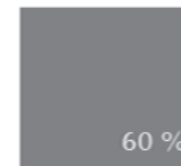
Altweiß
 CMYK: 10/11/16/0
 RGB: 234/226/216
 Web: #f2f0e8



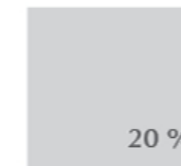
Grau 90
 CMYK: 0/0/0/90
 RGB: 59/59/58
 Web: #3b3b3a



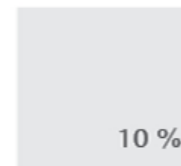
Grau 80
 CMYK: 0/0/0/80
 RGB: 87/87/86
 Web: #575656



Grau 60
 CMYK: 0/0/0/60
 RGB: 135/135/134
 Web: #878786



Grau 20
 CMYK: 0/0/0/20
 RGB: 217/218/218
 Web: #d9dada



Grau 10
 CMYK: 0/0/0/10
 RGB: 236/236/237
 Web: #eeced



Corporate Design – Colour schemes

FACULTIES

Fakultätsfarben



Agrarwissenschaften
CMYK: 83/31/68/12
RGB: 37/121/93
Web: #25795d



**Biologie und
Psychologie**
CMYK: 0/55/76/0
RGB: 253/143/74
Web: #fd8f4a



Chemie
CMYK: 6/32/95/0
RGB: 238/179/42
Web: #eeb32a



**Forstwissenschaften
und Waldökologie**
CMYK: 83/37/70/22
RGB: 37/105/81
Web: #256951



**Geowissenschaften
und Geographie**
CMYK: 28/71/61/11
RGB: 172/91/83
Web: #ac5b53



**Mathematik
und Informatik**
CMYK: 8/59/83/0
RGB: 224/127/65
Web: #e07f41



Physik
CMYK: 0/43/83/0
RGB: 253/166/66
Web: #fda642



Jura
CMYK: 13/100/90/4
RGB: 199/13/45
Web: #c70d2d



**Sozialwissen-
schaften**
CMYK: 22/97/66/9
RGB: 181/33/65
Web: #b52141



**Wirtschafts-
wissenschaften**
CMYK: 82/46/3/0
RGB: 43/122/179
Web: #2b7ab3



**Philosophische
Fakultät**
CMYK: 83/100/30/21
RGB: 69/25/92
Web: #45195c



**Theologische
Fakultät**
CMYK: 69/60/56/43
RGB: 69/69/69
Web: #454545



**Universitäts-
medizin**
CMYK: 100/65/10/45
RGB: 21/50/104
Web: #153268



Corporate Design – Templates

Facts about the University / Powerpoint Template
www.uni-goettingen.de/corporate-design

THE UNIVERSITY FACULTIES RESEARCH STUDYING INSTITUTIONS ALUMNI INTERNATIONAL

Design basics of the logo

> other

Fonts and their use

> other

Colour schemes



Colours and colour schemes

> other

Visual language



Which image for which purpose?

> other

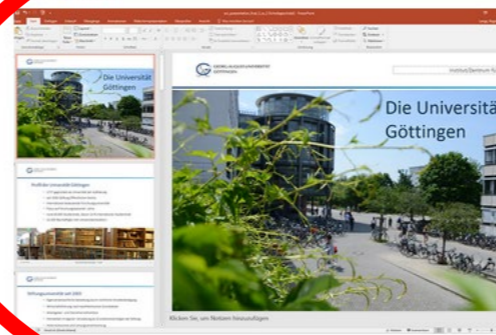
Corporate documents



Corporate documents

> other

Templates



Templates for your own design

> other



Your new paper is going to be amazing!

(But who will know?)

Melissa Sollich
International Communications -
Press Office, University of Göttingen
Postdoc Coordinator, Göttingen Campus Cooperations



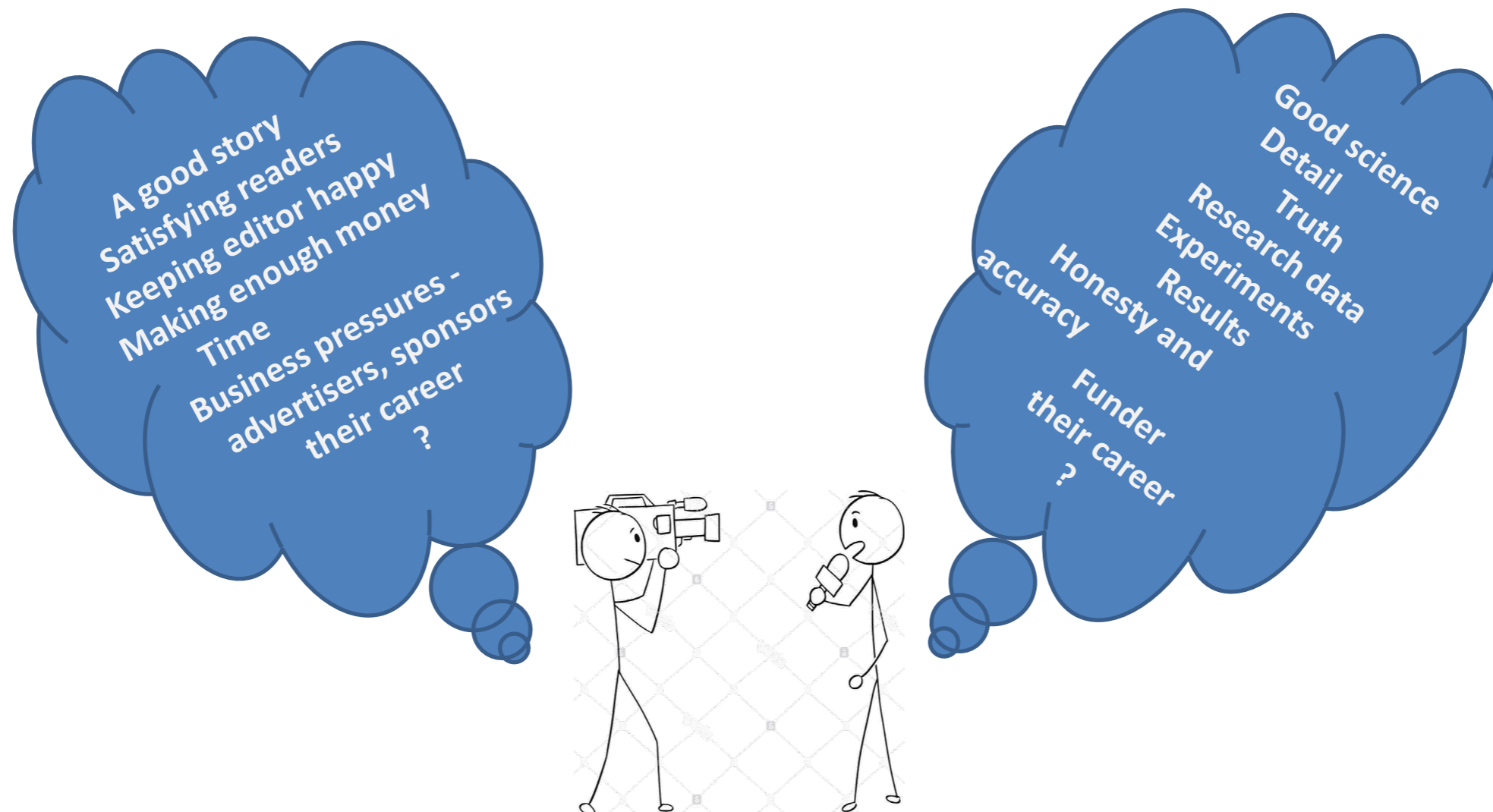
What am I going to cover?

- What to do when things go right!
- Who can help?
- What else is coming up on this theme?
- What to do when things go wrong...



What to do when things go right!

- Collect images of the research *while you are doing it*
- Contact your press office as soon as your paper has been accepted!
 - We can give advice
- Look at releases on the web and write some bullets about your paper
 - THINK: why is it amazing? What is the story here? Why will it be amazing to other people?



Mind the gap: the media and the scientist



What do journalists want?

- Clear, concise information
- What is the issue
- Why is it newsworthy **and** relevant to their audience
- The information clearly stated without specialist jargon



A press release at University of Göttingen

- first paragraph: starts with the actual news - could stand by itself (as a news agency notice)
- second paragraph: explains the research that led to the result
- third paragraph: explains the result, with quotes, points out consequences for society and further research
- quotations should transport information and excitement!
- clear, concise, correct language
- References, DOI, further online information and a scientific contact person
- The Press Office can help!
- **WE CAN WORK FROM BULLET POINTS IN GERMAN OR ENGLISH! SEND US WHAT YOU CAN!**



Getting the message across

What Press Offices can do for you!

- press release
- News platforms
- University magazine „Uni | Inform“
- direct / exclusive contact to journalists
- Public events – Nacht des Wissens
- Twitter for research, Instagram for images, Facebook for events



Getting the message across

What you can do for you!

- Tell us about your research! Before it is published!
- Be available and responsive to journalists
- Update your department webpage or your own webpage
- Your own blog
- Volunteer for public events or do your own
- Your own Twitter, Facebook, Instagram
- More and more scientists are doing their own thing!



Who can help?

- We are from the University
- But we can often give general advice or put you onto the right person
- We are often involved in Campus events



Need help with journalists, press releases and the media? Have an article idea for Uni|Inform?



Andrea Tiedemann, Press Officer
Expert database, Phone: 27827
Andrea.Tiedemann@zvw.uni-Goettingen.de

Heike Ernestus, Editor, Uni|Inform
(University Magazine), Phone: 6222
Heike.Ernestus@zvw.uni-Goettingen.de





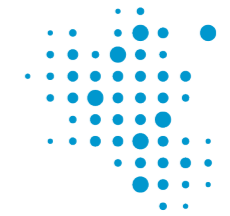
Need advice about speaking to journalists or writing press releases in English?



Romas Bielke, Head of the Press Office
Press Spokesperson, Phone: 26221
Romas. Bielke@zvw.uni-Goettingen.de



Melissa Sollich
International Communications & Coordinator Postdoc Network
[Postdoc Portal](#) or join the Postdoc Network [here](#)
Phone: 26228, Melissa.Sollich@uni-Goettingen.de



Want to get involved with public events? Need help designing your event?

Ben Bühring
Marketing Co-ordination, public events
[Fifth Night of Science](#), TBC 2021
Phone: 23794
Benjamin.buehring@zvw.uni-Goettingen.de





Want to send a message via Facebook or Instagram or YouTube?

Gabriele Bartolomaeus, media relations for students

Instagram, Facebook. Phone: 24935

Gabriele.Bartolomaeus@zvw.uni-Goettingen.de



Katrin Pietzner, **Film and Video** projects (plus museums and collections)

Youtube. Phone: 29214

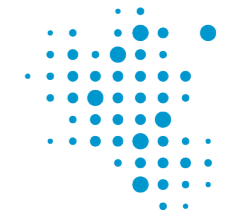
Katrin.pietzner@zvw.uni-Goettingen.de



Communication – Social Media

- We can share your research through the university's social media channel.
- You tweet yourself? Let us know so we can find your research tweets more easily, retweet them and increase their range.





Want to send a message via University Twitter? Need help with your own accounts or getting started in social media?

Andrea Tiedemann, Press Officer

Twitter, Phone: 27827

Andrea.Tiedemann@zvw.uni-Goettingen.de



Michaela Böttcher, Coordinator

Online & Social Media, Phone: 24168

Michaela.boettcher1@zvw.uni-Goettingen.de



What to do when things go wrong!

- As soon as you see the shit
- And before it hits the fan
- As soon as you can
- Contact your Press Office



Crisis Communication Communication Crisis

Contact Thomas Richter 0160 90162339

Director of Communications, Head of Public Relations

Phone: +49 551 39-24341

Thomas.Richter@zvw.uni-Goettingen.de





What else is coming up on this theme? October

- Session on communicating science one-to-one with the public with Ben Bühring
14:00 – 15:00 on Tuesday 22 October in the Sozial Zimmer (2nd floor), Wilhelmplatz 1
- Postdoc Support and Information Fair with stalls on science communication, visual communication and social media
15:00 – 17:00 on Thursday 24 October in ZHG
- Interactive Science Event: Wissenswert – Science goes city: meet a scientist under the gaze of the Gänseliesel
10:00 – 16:00 on Saturday 26 October with sessions at 11:00, 13:00 and 15:00. Everyone welcome.



Göttingen Campus Postdoc Network Event
**3RD POSTDOC SUPPORT &
INFORMATION FAIR**

Thursday 24 October 2019 • 15:00 – 17:00
Central Lecture Hall (ZHG) • Platz der Göttingen Sieben 5, Göttingen

Come and go as you wish during the afternoon and dip in and out of the different stalls. You will find us between the lecture halls ZHG007 and ZHG011. Pizza and wine at 17:00. Everyone welcome.

- New stalls including an Innovation Corner for all research areas
- Find out about opportunities across the Göttingen Campus and beyond
- Have one-to-one interactions with experts to get inspired and inform your next steps
- Meet other Postdocs: discover and build your own support network
- Frequently Unasked Questions or Previously Unanswered Questions are welcome!
- Childcare available, more information on the event page



WWW.GOETTINGEN-CAMPUS.DE/POSTDOC-EVENT
@THEGOECAMPUS | #GCPOSTDOCS



Saturday 26 October WISSENSWERT - SCIENCE GOES CITY

Interactive science event next to the
Gänseliesel with the **Göttingen Campus
Postdoc Network**

We are looking for scientists!

- 3 sessions 11:00, 13:00, 15:00
- 30min of quick chats followed by 30min of discussion
- German or English



www.uni-goettingen.de/wissenswert



What else is coming up on this theme? November

- Brown Bag Lunch: Wissenschaftskommunikation by Thomas Richter
12:00 – 13:00 – Wednesday 13 November, Sitzungszimmer, Wilhelmplatz 1
- Introduction to International Press and Public Relations by Melissa Sollich
14:00 – 15:00 on Thursday 14 November in the Taberna, Alte Mensa, Wilhelmplatz 3
- Tailored one-day training session – Graduate schools, GAUSS, Departments, research groups
To contact Romas Bielke



Event management

- Rooms, catering and other service like hotel booking is offered by the central event management

www.uni-goettingen.de/public-relations

Marketing office.

Public Relations



Ansprechpartner für alle Fragen der Presse

> [Further Information](#)

Marketing



Dialog zwischen Wissenschaft und Öffentlichkeit

> [Further Information](#)

Event Management



Veranstaltungsservice und Tagungsmaterialien

> [Further Information](#)

Rooms

Corporate Design

Citymap and UniTour

Distributor for Posters

Professional Card Service

Conference Materials and Gifts

Online Media Coverage

Contact:

Public Relations

Thomas Richter

Wilhelmsplatz 1

37073 Göttingen

Tel. + 49 551 39-24342

Fax + 49 551 39-24251

thomas.richter@zvw.uni-goettingen.de

For media and other requests please contact:

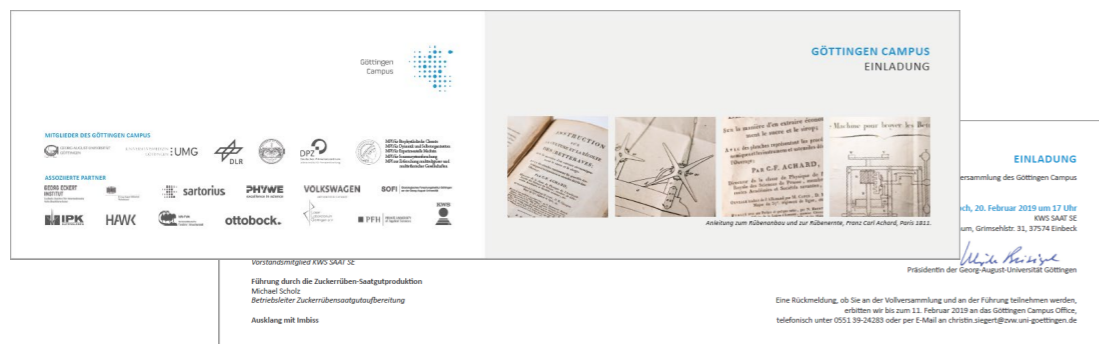
pressestelle@uni-goettingen.de

[Campus Map \(UniTour\)](#)



Event management - Advertising

- **GET HELP** with creating
 - Invitation cards
 - Poster and flyers including poster distribution
 - Advertising via Monitor www.uni-goettingen.de/monitore



**GÖTTINGEN CAMPUS
EINLADUNG**


EINLADUNG
Versammlung des Göttingen Campus

Am **20. Februar 2019 um 17 Uhr**
KWWS-SAUF 2C
Saal, Grimsehlstr. 31, 37574 Einbeck

Vorsitzmitglied KWWS-SAUF 2C
Führung durch die Zuckerrüben-Setzgutproduktion
Michael Scholz
Betriebsleiter Zuckerrübensetzgutproduktion
Ausklang mit Imbiss

Präsidentin der Georg-August-Universität Göttingen

Eine Rückmeldung, ob Sie an der Versammlung und an der Führung teilnehmen werden,
erbiten wir bis zum 11. Februar 2019 an das Göttingen Campus Office,
telefonisch unter 0551 39-24283 oder per E-Mail an christin.siebert@uni-goettingen.de



Liebe Kolleg_innen, liebe Studierende

wir möchten Sie sehr herzlich zu unserer neuen Abend-Vorlesung Forum Psychotherapie einladen. Hierbei handelt es sich um eine Veranstaltungsreihe, zu der wir in regelmäßigen Abständen Wissenschaftler_innen und Praktiker_innen einladen, Vorträge zu praxisnaher Forschung, innovativen Behandlungskonzepten und spannenden klinischen Fällen zu halten. Die Veranstaltung ist gebührenfrei und sowohl für Mitarbeiter_innen des Instituts für Psychologie, Psychotherapeut_innen in Ausbildung und Studierende der Psychologie an der Universität Göttingen als auch für praktisch tätige Psychotherapeut_innen aus dem Raum Göttingen konzipiert. Wir möchten mit diesem Format einen Raum des interdisziplinären und bereichsübergreifenden Austauschs schaffen und somit einen Beitrag zur Überwindung der bekannten Kluft zwischen Wissenschaft und Praxis („scientist-practitioner gap“) leisten.

Die Veranstaltung ist als Fortbildung bei der Landespsychologenkammer Niedersachsen zertifiziert.

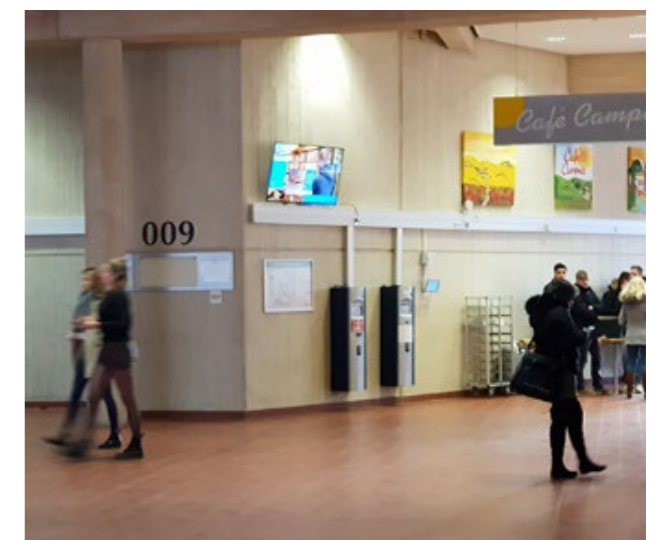
Die Veranstaltungen finden im Raum 009 des Zentralen Hörsaalgebäudes der Universität Göttingen statt.
Eine Anmeldung ist nicht notwendig.

Weitere Informationen finden Sie unter
www.psych.uni-goettingen.de/forumpsychotherapie

Kontakt
Georg-Elias-Müller-Institut für Psychologie
Abteilung für Klinische Psychologie und Psychotherapie
Univ.-Prof. Dr. phil. Dipl.-Psych. Timo Brockmeyer
Göttingerstraße 14, 37073 Göttingen
Sekretariat Frau Heide Röhmergoff-Melzer
Telefon: 0551 39-33582

**FORUM
PSYCHOTHERAPIE
2019**

www.psych.uni-goettingen.de/forumpsychotherapie





Event management – Convention materials

- the order can only be made in writing using the order form
- requires a lead time of at least **3 days**.
- You collect your order **yourself** from the Media Relations and Marketing department / Event Management. Shipment is **not** possible.
- so far the German version of the website offers much more items





Additional information

- You may order **business cards** using the University of Göttingen's corporate design here. This service is available to all staff members of the University

www.uni-goettingen.de/public-relations

- “How to create a **better research poster** in less time” by Mike Morrison <https://www.youtube.com/watch?v=1RwJbhkCA58>

