



Division of Graduate Medical Sciences

Office of Postdoctoral Affairs

The Office of Postdoctoral Affairs “Speaker Series” aims to provide BUSM postdocs and Ph.D. students with information and resources to succeed here on campus and beyond. The series encourages the exchange of ideas and the intellectual enrichment of the trainees community.

Title: Scientific Storytelling: Pitch Your Research to the Public and Scientific Peers

Speaker: Rafael E. Luna, Ph.D.

Open to: Ph.D. Students, Postdocs, Faculty, and Staff

Date: Tuesday, May 7, 2013

Location: BU School of Medicine, Instructional Bldg. Room R-115, 72 East Concord Street

Time: 3:00 – 5:00 P.M.

Description: Communicating the “So What?” of your scientific research is imperative to your success as a scientist. Describing your research in a compelling way to different audiences, from the public to policy-makers to funding agencies and scientific peers, is a skill that can be learned. It will not only encourage others to support science, but will also enrich your own engagement with the questions that drive you.

This interactive workshop will provide instruction on how to communicate your scientific research using the structural aspects of a story...the narrative arc. We will cover two innovative formats for scientists: 1.) 2-min. peer-to-peer science pitch and 2.) 30 sec. elevator pitch for the public audience. This interactive workshop will utilize the elements of narrative craft to help you polish your pitches and effectively communicate your research to scientific peers and the public.

Speaker Bio: Dr. Rafael Luna is a research fellow at Harvard Medical School investigating the biochemical mechanisms of cancer. Rafael is also the CEO and Founder of Luna Scientific Storytelling, LLC, which promotes the communication of science in a narrative format. Dr. Luna is a dynamic speaker and has given scientific storytelling workshops for postdoctoral fellows and graduate students at both Harvard Medical School and Harvard University. He has also presented to a wide range of scientific audiences from undergraduates to senior faculty members in the U.S. and Europe.

Additional Information: (Refreshments will be served at intermission!)

RSVP: Email: Yolanta@bu.edu

[Dr. Luna's blog](#)

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