



EBF Young Scientists



The Power of Communication

8th EBF YSS – 19-20 May 2022

What is the Science café

The science café is an annual feature of the EBF YSS, a round table discussion that focuses on a particular topic

These round table discussions provide an opportunity to engage and discuss, as young scientists, important topics that affect the bioanalytical community

From the answers provided during the round table discussion and survey answers, a feedback presentation is brought together to summarize the perspectives and experiences of the young scientist bioanalytical community

This year's science café theme is The Power of Communication

The power of communication

Communication plays an essential role in everyday life and underpins our success as scientists

We use communication to:

- Share our data with our peers
- Inform the public and stakeholders
- Work effectively & collaboratively as a team and as a community
- Further our collective knowledge of bioanalysis
- Build and maintain personal and professional relationships

And much much more

The power of communication

As a community, what we choose to communicate and the relationships we build play important roles in the effectiveness of our communication

In the wider world, social media and the internet, also play critical roles in our communication. Instant sharing of data, information etc. comes with amazing benefits, but also its own detriments

For this science café, we've split communication into these two sections:

- Internal (Engaging with our peers, community & stakeholders)
- External (Engaging with the public)

Defining External communication

For our Science Café, external communication was defined as communication to the community we are serving, e.g., via social media

A community that is relying on us and that may not be fully on board with the value, details or granularity of our (scientific) communication

With the risk of misinterpreting of our message and data, or potentially being misled.

Questions around external communication

When did the public lose trust in scientists? And why?

Should we challenge fake news on social media, if so, which platforms and how do we approach it?

Should our education as scientists include public communications/social media training, during education or in the company?

Defining Internal communication

We defined internal communication as communication in the lab and with our stakeholders, within and across teams and/or organisations on the value of our contribution, the content of our work, the issues we may encounter or when things don't go as planned.

As well as the value that accurate, open and timely communication can bring to projects, individuals and teams

Questions around internal communication

Which is better? Fast and Furious answers vs. Slow and steady?

What options do we have (or can we 'claim') as bioanalytical scientist to interact with project teams and communicate on the (additional) value bioanalysis can bring 'beyond a number'?

The importance of sharing negative data and how should it be presented? The implications it can have on our career development, our relations with stakeholders or the scientific community.

What is the Key for successful communication and collaborations between Pharma, CRO's and Academia?



Food before thought

But before you start thinking too much....let's eat!

For lunch, we've seated you in the groups you'll be discussing the upcoming questions in

Take the time to enjoy your lunch, and get to know one another, before we jump into the round table discussions

Consider it an opportunity to practice the power of communication!

Contact Information

Questions: info@e-b-f.eu