

## **Transferable Skills VI 'Knowledge communication: Science, Media & Communication'**

**Reviewed by Joana Lama, ESR2**

On Wednesday the 22nd of September 2021, the third training for transferable skills took place virtually during the third TOBeATPAIN annual meeting organized by Professor Marzia Malcangio at King's College London. Transferable skills training is an integral part of ITNs and aims to develop skills that will contribute to success in any career path. This specific one involved aspects of communications. The training was introduced and coordinated by Dr. Francesca Gliubich, the Director of London and UK advanced therapies.

Rikesh Patel, the Programmes & Partnerships Lead – MedCity& LAT Liaison followed and presented the fundamentals of communication. He explained the different aspects of communications and highlighted the importance of developing communication skills in academic and non-academic sectors. Then, he stressed out that knowledge, creativity and engagement are the three main factors needed to pursue a successful career in the field of communications.

Alexandra Black, the Communications & Marketing Manager at MedCity, took the turn and explained how communications work in practice. She highlighted that one should consider several factors before communicating, for example, the audience and the objective of the communication. Furthermore, she accentuated that measuring the impact of communication is vital to reflect and then improve. Examples of successful newsletters from MedCity were given to showcase how the impact was measured.

The last speaker from MedCity was Katarina Vergova, who is the Events and Community Manager. She brought up another component of communication, the interaction with the people, underlined the importance of creating networks and connections both virtually and in person. Notably, she mentioned that it is not only important to make connections but even more important is to follow up with them.

The session closed with a presentation from Dr. Stephen Walker who is the Institutional Partnership Lead, at London Advanced Therapies based at King's College London. He elaborated on another part of communications which is Emergency Management. He gave a clear presentation with many real-life examples from Emergency Management which highlighted the importance of communication in crises. He stressed out that when talking to Media is critical to be trained specifically for that.

All the speakers welcomed questions from ESRs, who actively participated in the constructive discussion. This training session was highly engaging and interactive and provided the ESRs with both theoretical and practical knowledge in communications, which they will certainly be utilized in any career path one will follow. Overall, it was a very interesting, informative training. It broadened our knowledge and understanding of what communication is, challenged us to think about our strengths and weaknesses when communicating, as well as taught us the keys for successful communication in science.