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That would have made a really nice story (if we'd known)···(Storytelling at TU Delft)

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We had been making news items about awards and new positions and sending out press releases communicating results of certain research for years. But the true wonder and amazement we felt ourselves when hearing about the research and walking through the lab was missing. Also, the scientists were not aware of all the cool research directly around them. They told us how they were always glad to encounter stories about colleagues in the newspaper, to be able to quickly absorb what it is they do. We took it as our call to start something new: a storytelling approach to find | tell | share research stories.

Check out our stories of science [here](#)

Find out

- How we try to get past ugly poster presentations and boring news items (“we had a kick-off yesterday with a large group”) and to tell and share stories
- How important good pictures are to carry the stories
- How researchers came to appreciate the approach and tell us much more than before
- How we realised that there is substantial difference between a scientist's perception of what to communicate and ours
- How we organise our job, using Trello as a story management system and work with 50 story chasers in the Faculty

About the speakers: Pieke Hoekstra is manager of communication (pieke.hoekstra@tudelft.nl). Karlijn Spoor is communication advisor (k.spoor@tudelft.nl). Pieke and Karlijn both work at the Faculty of Civil Engineering & Geosciences at Delft University of Technology. The end of 2015, they launched a storytelling approach that is starting to resonate very well inside and outside the Faculty.

Summary

At the Faculty of Civil Engineering & Geosciences in Delft, we had been making news items about awards and new positions and sending out press releases for years. But the true wonder and amazement we felt ourselves when hearing about the research and walking through the lab was missing. Also, the scientists were not aware of all the cool research directly around them. Therefore, we started something new: a storytelling approach. With a year of experience now, we will love to share our tips and insights!

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