



## Fibre Optic Nonlinear Technologies [FONTE] - A European Industrial Doctorate [GA766115]

---

### Document Details

Title	Deliverable 6.6 Transferable Skills Workshop 2
Deliverable number	D6.6
Deliverable Type	Report (confidential)
Deliverable title	TSW2
Work Package	WP6 – Recruitment, Management and Implementation
Description	The second FONTE Transferable Skills Workshop has been delivered
Deliverable due date	30/11/2020
Actual date of submission	20/3/2020
Lead beneficiary	Aston
Version number	V1.1
Status	FINAL

### Dissemination level

PU	Public	
CO	Confidential, only for members of the consortium (including Commission Services)	X

---

## Project Details

Grant Agreement	766115
Project Acronym	FONTE
Project Title	Fibre Optic Nonlinear Technologies
Call Identifier	H2020-MSCA-ITN-2017
Project Website	<a href="https://fonte.astonphotonics.uk">fonte.astonphotonics.uk</a>
Start of the Project	1 June 2018
Project Duration	48 months

## Consortium



## EC Funding



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 766115

## Executive Summary

FONTE's second Transferable Skills Workshop (TSW2) took place at Aston University (UK) on 27-28 Feb 2020. Exploiting synergies with 3 additional Initial Training Networks coordinated by Aston Institute of Photonic Technologies at Aston University, the intense workshop engaged high-calibre speakers from both within Aston and professional external facilitators to provide targeted training. Over the course of the 2-day workshop, areas covered were intellectual property, engaging with social and printed media, open access/research integrity, scientific writing - in particular for the Nature group of publications - and finally key communication and presentation skills, networking and team working.

FONTE TSW2 addressed 26 ESRs from FONTE and its sister ITN projects REAL-NET [GA813114], MOCCA [GA814147] and WON [GA814276], representing an opportunity to connect and interact with other MSCA fellows.



Figure 1: Dr Rachel Won (Nature Photonics) and participants of the FONTE TSW2 (27-28 Feb 2020)

## TABLE OF CONTENTS

List of Figures .....	5
List of Acronyms.....	5
1      FONTE's Second Transferable Skills Workshop TSW2 .....	6
1.1      Scientific Writing.....	6
1.2      Communication skills/ Presentation Skills .....	7
1.3      Engaging with Social Media .....	8
1.4      IP and patenting.....	8
1.5      Open Access .....	8
1.6      High calibre facilitators .....	9
1.6.1      Rachel Won – Internal Editor Nature Photonics.....	9
1.6.2      Stephen Harris – Editor of “The Conversation” .....	9
1.6.3      Srikanth Sugavanam - Post-doctoral Researcher/EU Project Manager at Aston University .....	9
1.6.4      Annmarie Hanlon - Academic and Practitioner in Digital Marketing .....	9
1.6.5      Richard Fallon –The Marketing Engineer .....	10
1.6.6      Luke Southan– Technology Transfer Manager at Aston University .....	10
1.6.7      Gorkem Memisoglu - MSCA postdoctoral Fellow .....	10
1.6.8      Claire Howell – Reader in Law, barrister and consultant to the EPO .....	11
1.6.9      Malcom Horne – Open Access and Research Repository Specialist at Aston University .....	11
1.7      Social event: Cooking curries in Birmingham .....	12
1.8      Agenda .....	13

## LIST OF FIGURES

---

Figure 1: Dr Rachel Won (Nature Photonics) and participants of the FONTE TSW2 (27-28 Feb 2020).....	3
Figure 2: Dr Rachel Won, Editor of 'Nature Photonics' .....	6
Figure 3: Stephen Harris, Scientific Editor of 'The Conversation' .....	6
Figure 4: Richard Fallon, 'The Marketing Engineer', and ESRs at the TSW2 .....	7
Figure 5: Dr Annmarie Hanlon, Digital Marketing Strategist, on using social media to boost research profiles ..	8
Figure 6: Dr Srikanth Sugavanam ('Scientific Writing') in conversation with Dr Gorkem Memisoglu ('From Idea to Patent') .....	8
Figure 7: TWS2 participants at the Harborne Food School .....	12
Figure 8: Full agenda of FONTE's 2-day Transferable Skills Workshop TSW2.....	13

## LIST OF ACRONYMS

---

AiPT	Aston Institute of Photonic Technologies
EC	European Commission
EID	European Industrial Doctorates
ESR	Early Stage Researcher
FONTE	Fibre Optic Nonlinear Technologies
MTC	Mid-Term Check
PO	Project Officer
TSW	Transferable Skills Workshop
USP	Unique Selling Point

# 1 FONTE'S SECOND TRANSFERABLE SKILLS WORKSHOP TSW2

In line with the FONTE GA and in response to the outcome of the FONTE Mid-tem Check (MTC) and Project Officer's recommendations, the **main** goal of this **second Transferable Skills Workshop (TSW2)** was to provide ESRs with the required skill set to produce excellent scientific writing and advance their communication and presentations skills, IP knowledge and confidence in engaging with the media.

## 1.1 SCIENTIFIC WRITING



Figure 2: Dr Rachel Won, Editor of 'Nature Photonics'

The organisers of TSW2 were very lucky to be able to engage **Dr Rachel Won**, editor of **Nature Photonics**, who familiarised ESRs with the full range and hierarchy of scientific titles from the Nature Publishing House, educating them in what an editor of a Nature journal is looking for when assessing a submission for publications. The aim of this session was to encourage ESRs to aim high when considering journals for submission of drafts and not to be afraid of the high-impact factor of Nature journals. This session went hand-in-hand with a presentation from **Dr Srikanth Sugavanam**, himself an author with Nature publications, focussing on excellence in academic writing.

Dr Rachel Won's **scientific writing for high impact journals** was complemented by a presentation from **Stephen Harris**, science editor of **The Conversation**. As an independent source of news and views for the interested layperson, The Conversation has professional editors at hand to work with university-based researchers (including PhD Students) to unlock their knowledge to the wider public. Educating the ESRs in the importance of considering writing for a lay audience, Stephen Harris introduced ESRs to the process of writing with full editorial support for publication in **The Conversation**.



Figure 3: Stephen Harris, Scientific Editor of 'The Conversation'



## 1.2 COMMUNICATION SKILLS/ PRESENTATION SKILLS

Acting on the Projects Officer's feedback from the MTC, who requested enhanced communication / presentation skills training and practice, the organisers of TSW2 engaged **Richard Fallon** of 'The Marketing Engineer', a **Qualified Facilitator with the International Association of Facilitators**. Giving over the entire second day to this training area, Richard covered several different interlinked aspects of communication and presentation, such as understanding behavioural styles, leading into influencing and assertiveness, leading into creating perfect presentation with the audience in mind.

Prior to the event ESRs had been instructed to prepare an elevator pitch. After having covered different speaking techniques, ESRs were asked to deliver their elevator pitch in front of the TSW audience, thus putting into action what they had learned, gain confidence in public speaking under pressure.



Figure 4: Richard Fallon, 'The Marketing Engineer', and ESRs at the TSW2

During the second half of the day part, Richard covered networking, in particular networking in academic setting, as a form of self-marketing, talking about primary and learned drivers, USP, building and maintaining relationships and a range of networking tactics. The final session was giving over to team working, understanding the different rolls within teams and how they interact, as well as the lifecycle of teams from inception to abolition and what make a successful team.

### 1.3 ENGAGING WITH SOCIAL MEDIA

While ESRs are familiar with the day-to-day use of social media, they lack the understanding of how the different platforms (Twitter, LinkedIn, Research Gate etc) interact and how this interaction can be utilised to **maximise their own scientific profile and output**, improving their researcher profile and citation index in its wake.

The organisers of TSW2 engaged **Dr Annmarie Hanlon**, a professional facilitator and digital marketing strategist, to educate ESRs in utilising the features and underlying analytics of the various social media platforms to the best advantage of the individual researcher.



Figure 5: Dr Annmarie Hanlon, Digital Marketing Strategist, on using social media to boost research profiles



Figure 6: Dr Srikanth Sugavanam ('Scientific Writing') in conversation with Dr Gorkem Memisoglu ('From Idea to Patent')

### 1.4 IP AND PATENTING

A formal IP presentation was given by **Claire Howell**, consultant to the European Patent Office, barrister and **reader in Law at Aston University**. This was complemented by a talk from **Dr Gorkem Memisoglu**, a post-doctoral visiting MSCA Fellow at AiPT/Aston University. Having received her PhD in 2015, Gorkem is already the inventor or co-inventor of 58 patents in both Europe and the US in a wide range of areas, including photonics, optoelectronic devices and consumer electronics, making her uniquely qualified to talk to the ESRs about awareness of protectable ideas and practical aspects of applying for IP protection.

### 1.5 OPEN ACCESS

**Open Access** principles and types as well as the open access obligations under H2020 were covered by **Hannah Hickman** (replacing Malcolm Horne), Open Access and Research Repository Specialist at Aston University, talking about Gold versus Green Open Access, embargo period, and types of repositories. Particular emphasis was given to the Horizon 2020 requirements on Open Access and Data Management.

All presentation given during the TSW2 were made available on the FONTE website (member's only area).



## 1.6 HIGH CALIBRE FACILITATORS

It is evident from the above that the organisers of TWS2 strove to engage the most suitable and high-profile speakers available. Details and credentials of the speakers employed are detailed below.

### 1.6.1 Rachel Won – [Internal Editor Nature Photonics](#)



Rachel joined Nature Photonics in June 2006 from Aston University's Business Partnership Unit in Birmingham, UK where she worked as a Medici Fellow commercializing photonics research. She obtained her PhD in optical fibre sensing, microwave photonics and fibre nonlinearities as a member of Aston's Photonics Research Group. Prior to that, Rachel worked for Philips Optical Storage in Singapore as an Optics Engineer. She holds a Master's degree from Nanyang Technological University, Singapore and a Bachelor's degree from the National University of Malaysia. Rachel is based in London.

<https://www.nature.com/nphoton/about/editors>

### 1.6.2 Stephen Harris – [Editor of "The Conversation"](#)



Stephen covers science, technology and health for The Conversation. He previously spent five years as senior reporter and special projects editor at The Engineer, the world's oldest technology magazine and professional journal.

### 1.6.3 Srikanth Sugavanam - Post-doctoral Researcher/EU Project Manager at Aston University



Srikanth Sugavanam is a post-doctoral research scientist/EU Project Manager with the Aston Institute of Photonic Technologies (AIPT), Aston University. He completed his PhD in 2015 from the AIPT under Prof. Sergei Turitsyn, specializing in the area of real-time intensity and spectral measurements of fibre laser dynamics. He has also worked in the area of optical metamaterials, Raman fibre lasers, and random fibre lasers. His contributions have been featured in several international journals, including Nature Photonics and Nature Communications. Apart from actively pursuing research, Srikanth is fulfilling the role of Programme Manager for the Marie S.- Curie Postdoctoral Fellowship programme, MULTIPLY, co-ordinated by Aston University.

### 1.6.4 Annmarie Hanlon - Academic and Practitioner in Digital Marketing



Annmarie is an academic and practitioner in digital marketing strategy and the application of social media for business. Originally a graduate in French and Linguistics from University of London, Annmarie gained a Master's in Business Administration, focusing on marketing planning. She studied for the Chartered Institute of Marketing Diploma for which she won the Worshipful Company of Marketors' award for the best results worldwide. She subsequently gained a distinction for the Chartered Institute of Marketing's E-Marketing

Award and her PhD investigated social media marketing within organisations and she was awarded the Mais Scholarship.

As Course Leader for Social Media Management on the International Executive MBA programme at the University of St Gallen, she planned, designed and delivered this intensive elective course.

#### 1.6.5 Richard Fallon –The Marketing Engineer



Richard gained his Ph.D. in Electronic Engineering from Aston University in 1998. He went on to work for British Airways as part of their Business Analyst graduate scheme. In this role, Richard acted as a consultant between the delivery parts of the business and the IT department. He was responsible for putting business cases together and translating customer's needs into IT requirements and developing new business processes to enable the new system to be efficiently used. While at BA, he became a Qualified Facilitator with the International Association of Facilitators.

Richard then worked at a senior BA level for npower before starting his own business in 2004. Since 2005, he has helped UCB students develop employability skills, has worked with BSEEN and NCGE graduate entrepreneurs and spoke numerous times at BCU. He has also delivered the Chartered Management Institute's Level 4 Diploma in Management to numerous companies in Birmingham.

#### 1.6.6 Luke Southan– Technology Transfer Manager at Aston University



Luke works as the Technology Transfer Manager at Aston. Previously he held a lectureship in Biology and worked as a research scientist in industry in both Germany and the UK.

(Due to illness, **Claire Howell** replaced **Luke Southan** at the last minute)

#### 1.6.7 Gorkem Memisoglu - MSCA postdoctoral Fellow



Gorkem is an experimental Physicist and MSCA Postdoctoral Fellow in project MULTIPLY, currently on secondment at Aston University from Universidad del País Vasco. Gorkem received her PhD in 2015 for her work on hybrid UV-A photodetector preparation and characterization. Having worked in industry for 6 years Gorkem is the inventor or co-inventor of 58 patent applications in both Europe and the US in a wide range of areas, including photonics, optoelectronic devices and consumer electronics.

#### 1.6.8 Claire Howell – Reader in Law, barrister and consultant to the EPO



After graduating with an LLB from University College Cardiff, Claire studied at the Inns of Court School of Law, and was called to the Bar in 1985 as a Barrister of the Middle Temple. In 1994

she gained an LLM in commercial law at the University of Birmingham and has taught at law schools including Cardiff, Birmingham and UWE Bristol. She teaches company law and intellectual property law at both undergraduate and postgraduate level and is keen to promote excellence in the teaching of intellectual property. Claire acted as consultant to the European Patent Office in the 'Roadmap Project' on teaching intellectual property in the Slovenian universities. On behalf of ECAP111 AUNIP, Claire drafted the Intellectual Property policy template to be used by the universities in the ten countries in the Association of Southeast Asian Nations (ASEAN). She is a founder and coordinator of the European Intellectual Property Teachers' Network and served two terms as convenor of the IP section of the Society of Legal Scholars.

#### 1.6.9 Malcom Horne – Open Access and Research Repository Specialist at Aston University



Malcolm works as an Open Access and Research Repository Specialist at Aston University. His previous roles include Information Specialist at Aston University and Academic Support Librarian at the University of Warwick.

### 1.7 SOCIAL EVENT: COOKING CURRIES IN BIRMINGHAM

The TSWI ended with a social event at the **Harborne Food School** in Birmingham, UK. All the ESRs prepared 4 different Indian curry dishes helped by the chef tutor Steven Heap, a perfect example of teamwork practise.



Figure 7: TWS2 participants at the Harborne Food School

## 1.8 AGENDA

DAY 1_ 27TH FEB_AGENDA	
09:00 -09:45	<b>Prom idea to patent – Disciplining your practical ideas</b> , Dr Gorkem Memisoglu (Room: NW708 AiPT Seminar Room)
10:00 – 12:09	<b>Engaging with the social media</b> (Room: MB404D) Dr Annmarie Hanlon, Cranfield School of Management
12:00 – 12:45	<b>How to write for “The Conversation”</b> , Michael Parker, Editor The Conversation
12:50 – 13:30	Lunch at Conference Aston
13:40 – 14:30	<b>IP presentation</b> (Room: MB231) Luke Southan, Aston University
14:30 – 15:30	<b>How to write a great paper</b> , Rachel Won, Editor of <b>Nature Photonics</b>
15:30 – 15:45	Coffee Break
15:45 – 16:30	<b>Open access</b> , Malcolm Horne, Aston University
16:30 – 17:30	<b>Scientific writing</b> , Srikanth Sugavanam, Aston University
17:30 – 18:00	Closing
DAY 2_ 28TH FEB_AGENDA	
<b>Richard Fallon, The Marketing Engineer (Room MB227)</b>	
09:00 -10:30	Key communication skills
10:30 – 10:45	Coffee Break
10:45 – 13:00	How to create the perfect presentation
13:10 – 14:00	Lunch at Conference Aston
14:10 – 15:45	Session on Networking
15:45 – 16:00	Coffee Break
16:00 – 17:00	Session on Team Working
17:00 – 17:30	Closing
18:40 – 22:00	Social Event and Dinner
<b>NW708</b> – North Wing, 7th floor <b>MB231</b> – Main Building, 2nd floor room <b>MB227</b> – Main Building, 2nd floor room <b>MB404D</b> – Main Building, 4th floor room; <b>See the Aston University Campus map</b>	

Figure 8: Full agenda of FONTE's 2-day Transferable Skills Workshop TSW2