

Training Hub Guide for Course Announcements

This document offers step by step guidance for course leaders and coordinators to announce and promote SciLifeLab courses. There are five sections in this document, as well as suggested email templates.

1. [Listing the course](#) (deadline 12 weeks in advance of the course)
2. [Promoting the course](#) (immediately after listing)
3. [Reminder and boosting](#) (1 week prior to registration closing)
4. [In-course communications](#) (1 week prior to course)
5. [During the course](#)
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1. Announcing the Course – 12-16 weeks in advance

Between 16 and 12 weeks prior to the course, when the room is booked and date decided, you are ready to announce and promote your course! The course should be listed on the [SciLifeLab Training Portal](#) in order to engage with the community*.

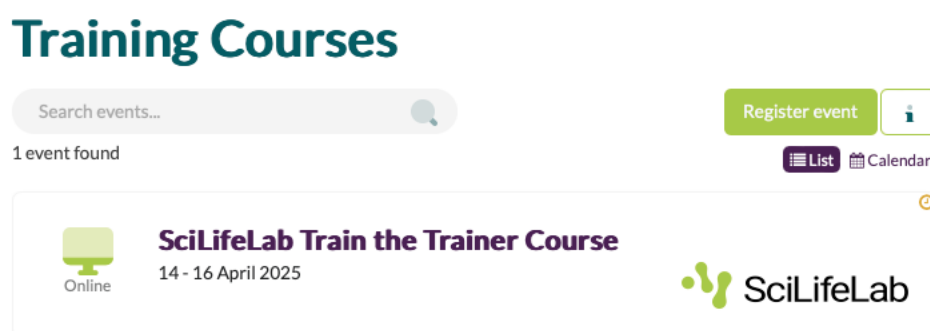
Courses and training material are a type of data that must adhere to Open Science standards, therefore to announce the course, you must provide the following information:

1. **Type:** Face-to-face/Online/Hybrid
2. **Course name:** The title of your course. This can be the same as previous years.
3. **Course website URL:** Your course website. This can be the registration form if you do not have a course website, but we recommend publishing your course material and can assist with making a website under the [SciLifeLab Training GitHub organization](#).
4. **Course registration URL:** A link to your registration form.
5. **Language of instruction:** What language your course will be held in.
6. **Description:** A description of your course including the aim of the course, a brief summary of the course content, and core ideas the participants will engage with. You may also include selection criteria and important dates in this section.
7. **Course start and end date:** The start and end date of your course.
8. **Registration deadline:** The date when registration will close.
9. **Prerequisites:** What prior knowledge is required to take the course, if any. If there are no requirements, none is a valid entry.
10. **Learning outcomes:** Participant-centered statements of what skills, knowledge, or abilities will be gained through taking the course. For more information, see our [accompanying guide on writing learning outcomes](#).
11. **Venue:** The room and building your course will take place in.
12. **City:** The city your course will take place in. If your course is virtual, you may enter the city as Online.
13. **Contact email:** An email to which queries about the course can be directed.

* Please note that as of January 2025, SciLifeLab courses will no longer be listed in the events calendar.

14. **Keywords:** 3-5 helpful keywords that would assist potential participants in finding your course by its content.
 - Good keywords include: bioinformatics, CryoEM, genomics, microscopy.
 - Unhelpful keywords include: training, NBIS, advanced bioinformatics
 - Use the provided fields to denote providers and difficulty level!
15. **Target audience:** Potential target audiences include PhD students, postdocs, group leaders, core facility staff, everyone...
16. **Technical requirements:** Any requirements for computers, specific programs, access to machinery, etc.

You can announce your course by visiting the Training Portal Courses tab and clicking the green 'Register Event' button:



Note: If this button is not available or you are experiencing difficulty, you can always send your course information to traininghub@scilifelab.se

Important: Once you submit your course, the information will be checked by a Scientific Training Officer and will go live once it is approved. If you need to edit a typo or cancel your course you may edit your course information at any time.

2. Promoting the course

Once your course announcement is approved, several actions will help in getting the word out to the community.

Slack

Your course will be automatically promoted by the TH-Bot in the SciLifeLab Slack (#scilifelab-events). As the course leader, you are also welcome to advertise the course in the #training Slack channel. We recommend a short format such as the following:

Title of training – Host Organization

When: Date of training (Specific dates/At your own pace)

Who: Target audience (Researchers of any career stage/Early career researchers/PhD students/Life Science professionals/Anyone/Bioinformaticians/etc.)

What: The training objective, preferably in ten words or less

Where: Location or format (City, online)

Deadline to apply: Application deadline

Add the link ([to the TH Portal!!](#)) here – this will post a preview.

Newsletter

Courses announced on the SciLifeLab Training Portal will automatically be used to populate the SciLifeLab events & training newsletter, which is sent out every other week.

Screens

To have your course information displayed on the screens in Stockholm, Uppsala, and Umeå, please use the digital sign templates provided by the SciLifeLab communications team, which can be [found here](#). For Stockholm and Uppsala screens, email your digital sign to news@scilifelab.se, and for Umeå the digital sign can be sent to info.kbc@umu.se.

Note: Ensure that you change the 'read more at' address to training.scilifelab.se/events so people can find your course!

Email

We recommend that all course coordinators reach out to their communities to make them aware of the opportunity. Newsletters of interested institutions, press offices of Swedish universities, and SciLifeLab site coordinators are good contacts depending on the content of your course. If you need help or ideas for who to contact, get in touch with the Training Hub! ([template email](#))

ELIXIR TeSS

If your course is open to EU or international participants, we can list your course on the training repository run by ELIXIR under the official SciLifeLab profile. If your course is from NBIS, please note that NBIS courses are scraped to TeSS from the NBIS.se training page.

3. Reminding about course registration closing

One week prior to registration closing, remind the community about your upcoming registration deadline. If you have a selection process for course entry, we recommend to do this even if the registration is full.

1. Post in the [#scilifelab-events](#) and [#training](#) Slack channels that registration is closing
2. If there are spaces remaining or late registration for an in-person course, send a kind email to the relevant SciLifeLab entities asking for their help in filling the last seats ([template email](#)).

4. In-course communications

While course announcements and materials should be as open as possible, communication, coursework, and interactions with course participants should adhere to GDPR standards and respect individual privacy. The Training Hub recommends using official SciLifeLab or university emails and creating an environment such as a closed Google Drive folder or a Github repository where collaborative work, protocols, assignments, etc. can be shared. For more information on how to host your course, see the module in [Training Material made FAIR by Design](#).

It is possible to use the SciLifeLab Slack Workspace for in-course communications, and for example digital courses that take place over longer periods of time may benefit from a place to communicate about assignments and course content. We might recommend this option, for example, for a DDLS research school course offered nationally, but would not recommend it for a single day workshop with several hundred participants. The Training Hub maintains a guide with best practices for using an educational SciLifeLab slack channel, contact us for more details.

5. During the course

To help your course announcements in subsequent years, it may be useful to take a photograph of the course in progress – an instructor teaching, the room prepared for course delivery, or a candid class photo. This can be used alongside potential news items, blog posts, a LinkedIn post about what's happening at SciLifeLab, etc.

Always be explicit about what is being recorded or photographed and what it will be used for. If students or instructors will be included, ensure you have received their permission to share their photo publicly.

6. Templates

A note on templates: Personalize these templates in some way before sending to capture your unique writing voice. There is better response to a personalized email than to a form.

1. Suggested email to promote a course to a SciLifeLab entity:

Hello <name>,

I would like to let you know that the Training Hub's course <course title> is open for registration.

<2 sentence description of course>

We would be very grateful if you could boost the signal for us in <region> so we can reach as many people as possible.

Best wishes,

<your name>

cc: <course responsible>

2. Suggested email to university communications offices, course promotion:

Hello,

I'd like to draw your attention to the SciLifeLab course <Course title>, which is of interest to the research community at <University Name>, and now open for registration!

We are offering this course nationally to <target group> at all Swedish universities, and would like to ensure that the availability of this course reaches researchers at <University name>. Would your communications office be able to boost the signal for us at <University Name>? We have developed some blurbs and promotional material that we would be happy for you to use as you see fit (see below)!

Many thanks in advance, and all the best!

<your name>

<Add course details>

<Add blurb for LinkedIn>

<Add slide for digital signs>

3. Suggested email to site coordinators, course registration closing:

Hello,

I wanted to let all SciLifeLab site coordinators & communicators know that the course <Course title> has a few last spots open for late registration. We hope to have attendees representing all SciLifeLab Sites attend and add their perspectives.

<Short description of course>

We would be very grateful if you could boost the signal for us across Sweden so we can fill these last places!

Best wishes,

<your name>

cc: <course responsible>

Have questions? Connect with us at traininghub@scilifelab.se