

The scientist



Superpower: you know very well the missions and activities of the expedition

Weak point: what does this journalist want from me?

The local partner



Superpower: you have a great knowledge of the ecosystem around our institute

Weak point: what are the different partners on this expedition again?

The visual expert



Superpower: you can turn 500 words of text into a striking visual

Weak point: who can I collaborate with early on to allow enough time for creating the visual?

The press officer



Superpower: you can write a press release while answering a journalist's call and thinking about your next media training session.

Weak point: don't speak 21 languages

The outreach officer



Superpower: you can translate complex scientific concepts into fun learning games.

Weak point: You need to promote your event to your specific audience in the local language.

The digital strategy manager



Superpower: TikTok has no secrets for you

Weak point: you can not take care of all channels for all stakeholders in various languages at the same time.