

Euro-BioImaging Scientific Ambassador Programme: Scaling outreach through community connectors

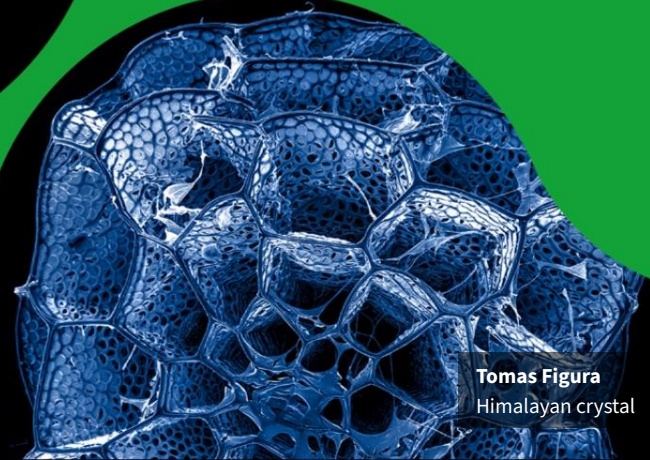
Marianna Childress-Poli & Beatriz Serrano-Solano

Johanna Bischof, Erika Cerrutti, Victoria Alonso, Daniela Aviles, Jiri Funda, Dale James Lawson, Linda Chaabane, Antje Keppler, John Eriksson, Euro-BioImaging ERIC



Co-funded by
the European Union

Jakub Onhajzer
Dynamic cellular turnover
in the Small Intestine



Tomas Figura
Himalayan crystal

Overview

- What is Euro-BioImaging
- The Euro-BioImaging Scientific Ambassador programme
- Building impact through community connectors
- Lessons learned and future plans

Europe's gateway to biological & biomedical imaging



19

ERIC members
(18 countries +
EMBL)



39

NODES



295

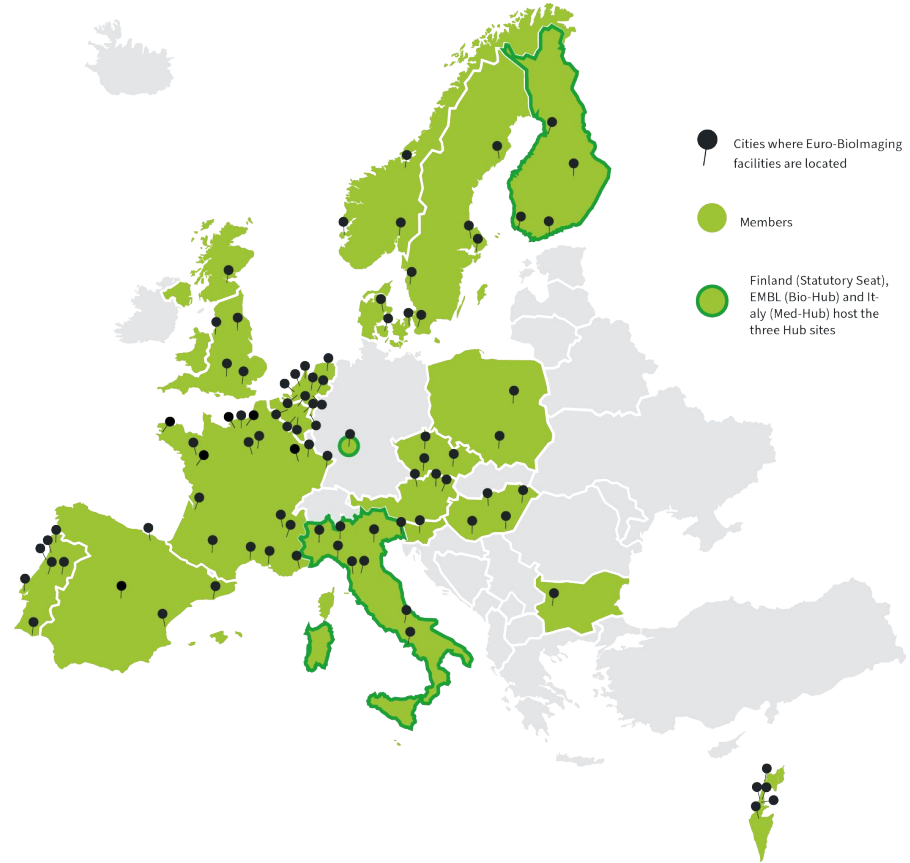
FACILITIES



120+

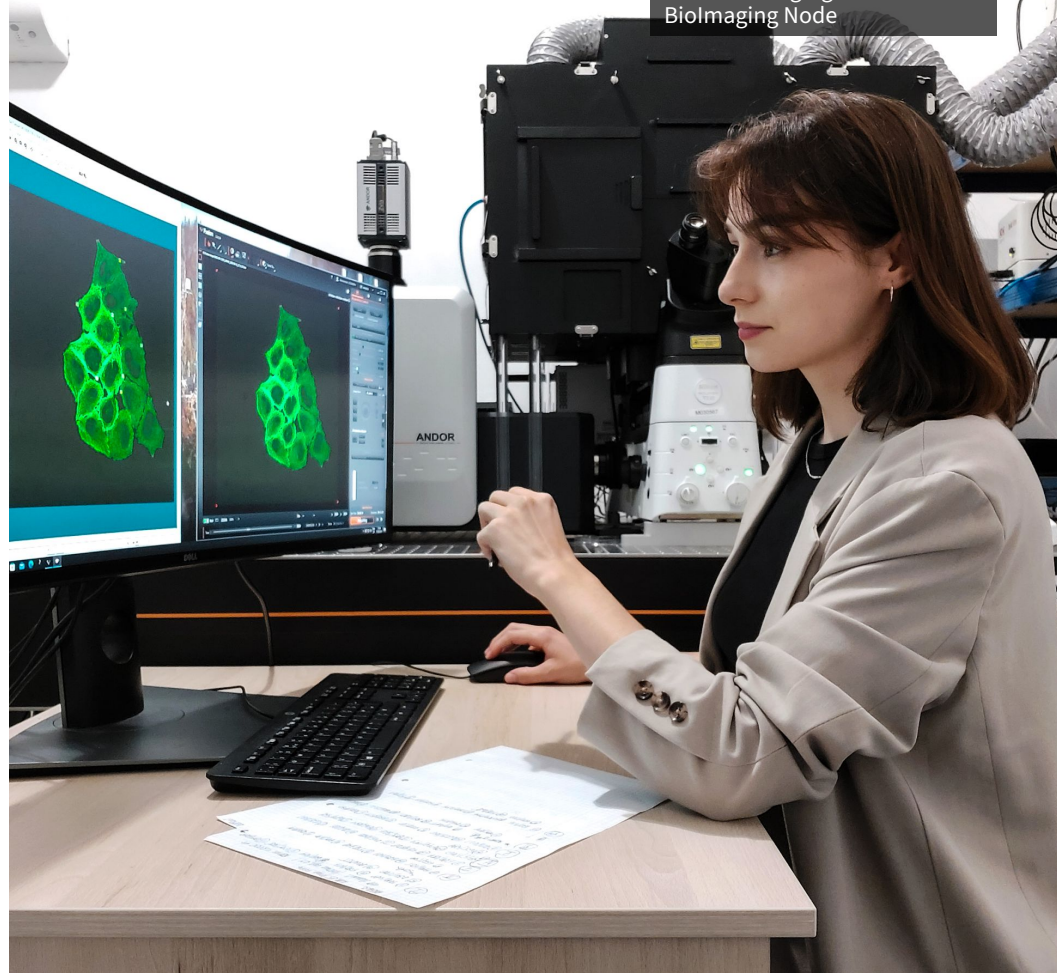
TECHNOLOGIES

Map of Euro-BioImaging facilities



Euro-BioImaging's
**mission: Attract
new users**

Palina Nepchalovich, a PhD
researcher at TU Dresden and
Euro-BioImaging user at Sofia
BioImaging Node



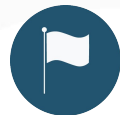
Our target audiences



USERS



NODES



**MEMBER STATES/
MINISTRIES/
NATIONAL FUNDING
AGENCIES**



**INTERNATIONAL
IMAGING
FORUMS**



**NATIONAL
IMAGING
COMMUNITIES**



PARTNER RIs



**EU FUNDERS/
COMMISSION/
ERIC FORUM**



**SCIENTIFIC
JOURNALS**



INDUSTRY

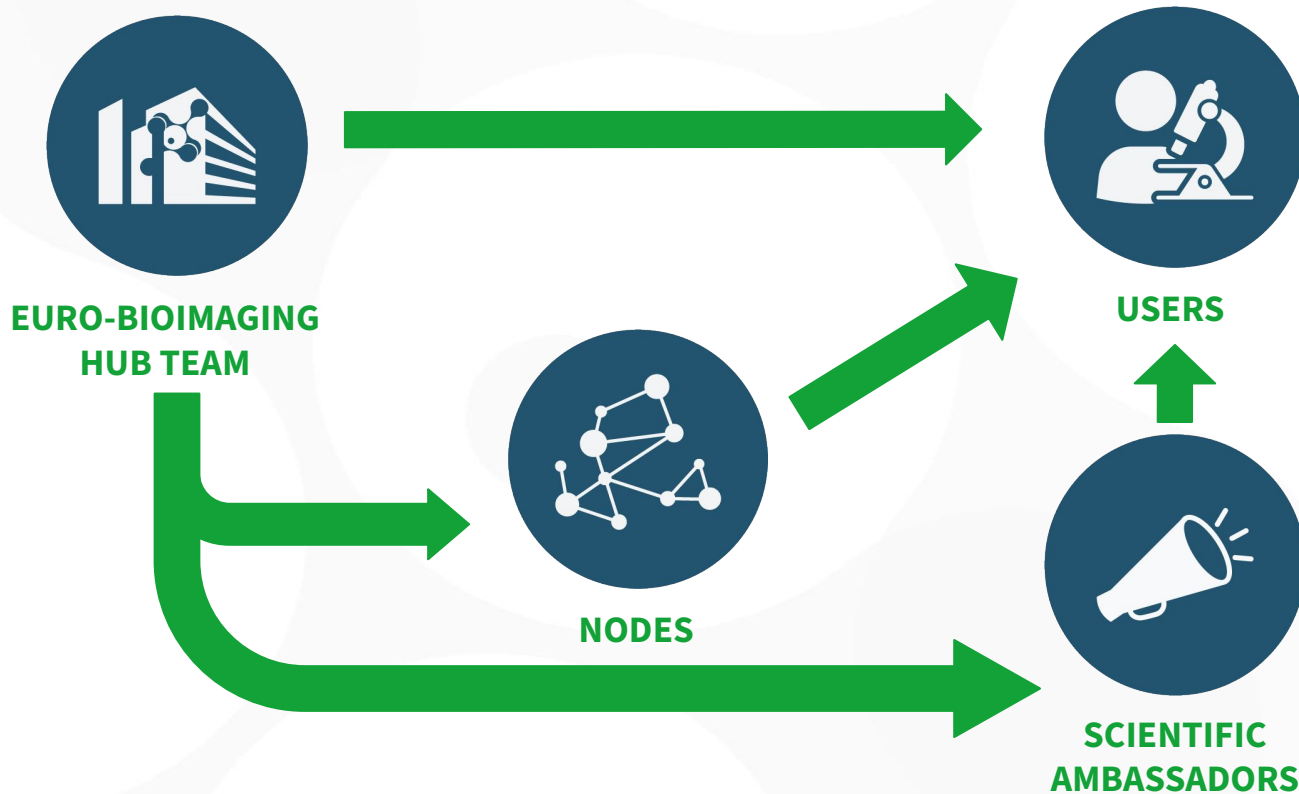


GENERAL PUBLIC

More than meets the eye



Three-pronged approach



Programme development

From idea to reality...



Concept Idea

Brainstorm: Outline objectives, explore similar programmes that exist within the community, benchmarking.



Planning

Develop the programme - how it works, duration, objectives.



Packaging

Create all the relevant materials for programme launch from advertising to application forms, rules and procedures.



Approval & testing

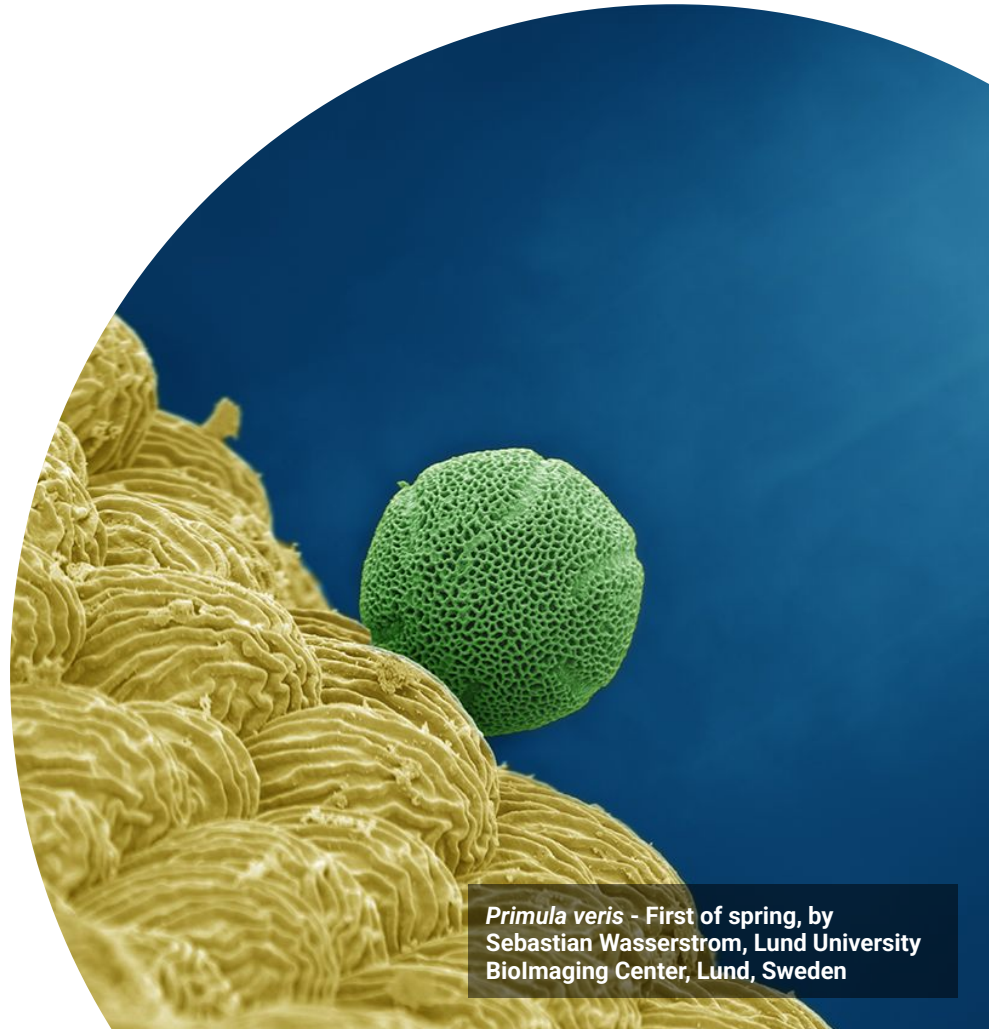
Seek internal approval, build an operational Task Team to manage the programme and test internally.



Launching & operations

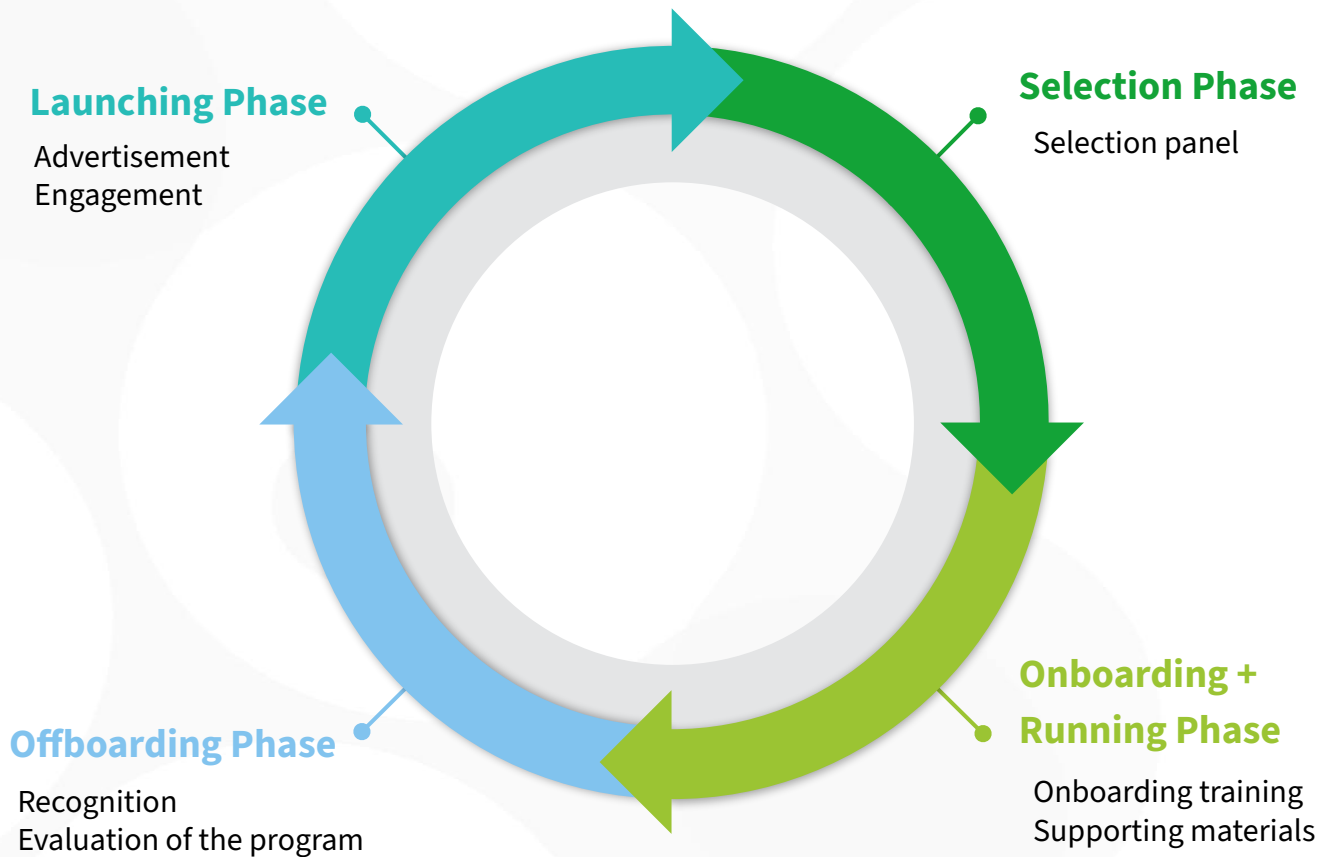
Spread the word in the community and let the programme begin!

The Scientific Ambassador Programme



Primula veris - First of spring, by
Sebastian Wasserstrom, Lund University
BioImaging Center, Lund, Sweden

How it works



What do ambassadors get from the programme?



Welcome pack



Training by the Euro-Biolmaging staff



Networking opportunities



Recognition on the Euro-Biolmaging Website



Travel funding

1,500 Euros to attend conferences & engage in outreach (funding from EVOLVE)



Presentation & Teaching materials



Personalized support & guidance



Growth opportunities



Increased visibility

Our Ambassadors

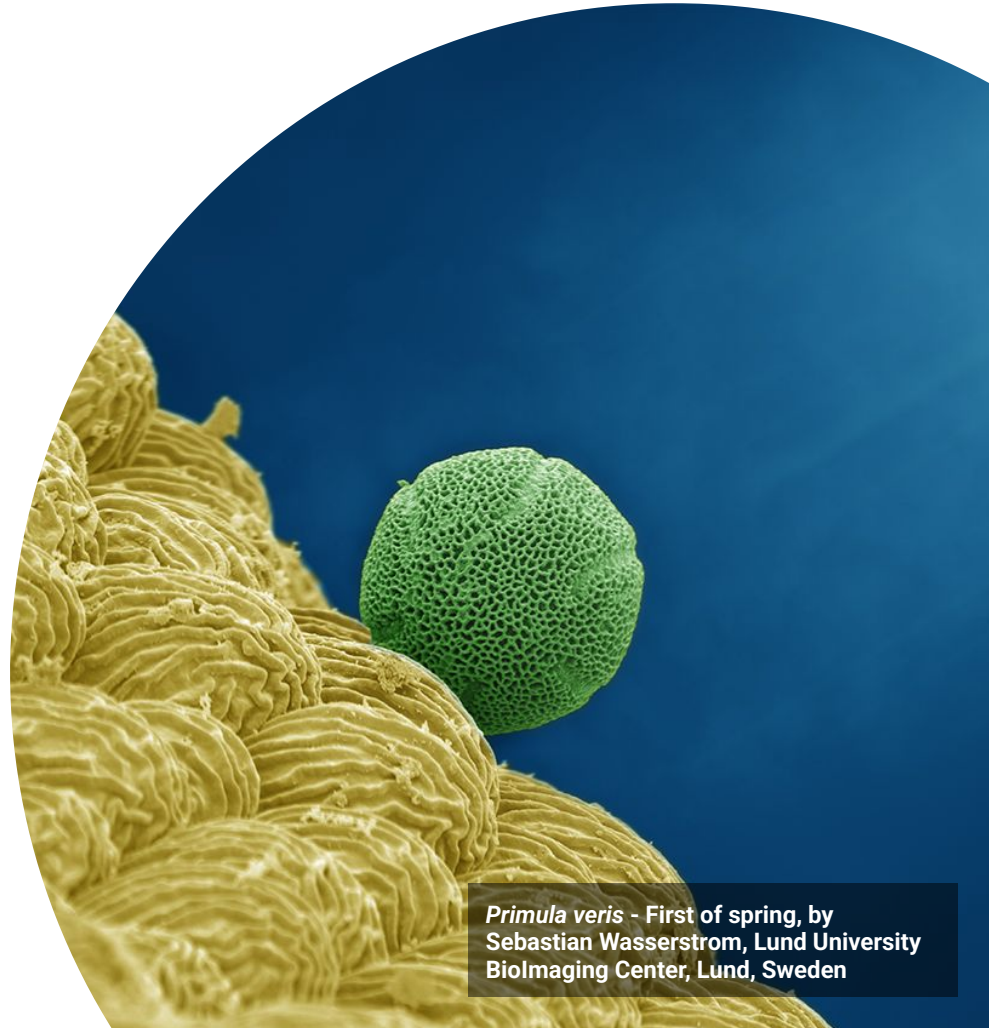


What does Euro-BioImaging get from the programme?



- Visibility in new communities
- Credibility and feedback

Building impact through community connectors



Primula veris - First of spring, by
Sebastian Wasserstrom, Lund University
Bioimaging Center, Lund, Sweden

Ambassador activities

Nearly **2,000 researchers**
reached



29

Presentations



15

Node interviews
(incl. planned)



10

Social media videos to
promote Nodes or the
Ambassador programme



5

Participation in evaluation
committees



2

Virtual Pub presentations



1

European Researchers
Night event



1

Art & Science event

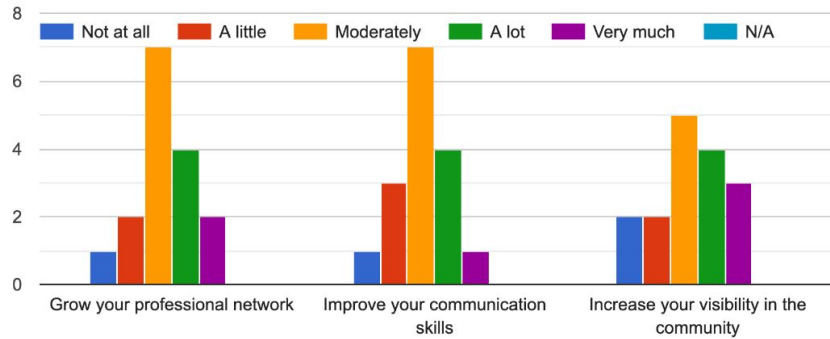


1

Publication in a
scientific journal

Network growth & visibility

How much did being a Scientific Ambassador help you to...



“I was suddenly **approached as the ‘Euro-BioImaging one’**, which was legitimised by being part of the program.”

“Being a Scientific Ambassador has contributed to the **growth of my professional network** and visibility within the community.”

“My network has expanded both through direct interactions and online, particularly on **LinkedIn**, where I connected with new colleagues working within Euro-BioImaging and related initiatives.”

“Serving as a Scientific Ambassador significantly expanded my **personal network and visibility** within the bioimaging and life-science research community.”

“This role has given me increased **visibility** within the community and, importantly, has allowed me to **give visibility to others** through interviews and outreach activities.”

“I expanded my professional network **beyond my home institution.**”

Career Perspective & Research Infrastructures

“Most impactful was meeting people who remain deeply engaged with research and scientific communication while pursuing **alternative career** paths outside the traditional PI/academic trajectory.”

“These conversations broadened my **perspective** on possible **career directions**.”

“Being part of the Euro-BioImaging Ambassador made me follow it more closely and because of that I recently saw a **call for imaging funding**, to which I **applied** and was **successful**.”

“I think in general the fact that I was **representing Euro-BioImaging** and introducing it to members of the science community help increase my credibility and visibility in these spaces, which by consequence has brought me, directly or indirectly, **more career opportunities**.”

“The biggest gain for me was to see directly one of the **nodes**, getting to know people there and building connections for **future experiments** that will open **new avenues of our research**.”

Impact for the Nodes

- Interviews or testimonials
- Video or multimedia production
- Writing or contributing to articles/blogs
- Showing facility/infrastructure
- Explaining Node services
- Participating in events or workshops
- Reposting Ambassador content on social media

“The combination of interviews, promotional videos and a printed brochure has **helped raise awareness of our expertise in biomechanics.**”

“The scientific ambassador was an active member of the community... **spread the word about our facility** and provided a **fresh perspective on career paths** and ideas from other facilities.”

“Provided **motivation** by on-site visits and **visibility** through in-person interviews posted on the Euro-BioImaging website and social media.”

“The ambassador brought a **fresh perspective and ideas about PR** options our Node could use and profit from.”

Lessons learned & Future work

What did we learn?

- **Cohort size:** depending on capacity, around 10
- **Budget:** not the main motivation but it helps
- **Length of programme:** started with 6 months, extended to 12
- **Activities:** balance specific requests vs open to new initiatives
- **Getting the word out**

What's next?

- Implementation of programme adjustments in Cohort 3
- Writing a White Paper with Recommendations to other RIs

1.

2.



Marianna Childress-Poli & Beatriz Serrano-Solano

Communications Officer & Member of Scientific Ambassador Task Force -
marianna.poli@eurobioimaging.eu

Scientific Project Manager & Leader of the Scientific Ambassador Task Force -
beatriz.serrano.solano@eurobioimaging.eu



eurobioimaging.eu



info@eurobioimaging.eu



[@Euro-Bioimaging](https://www.linkedin.com/company/euro-bioimaging)