Hartstichting

PROGRAMME CARDIOVASCULAR TRAINING COURSES, October 5th – 7th 2026
Career Development Course

Monday 5 October: What is your profile?

10.00–11.00	**Arrival at Papendal; registration lodgings; distribution of readers, programmes etc.**	
11.00–11.15	**Plenary opening**	Dutch Heart Foundation
11.15–12.45	**Patient participation in cardiovascular disease**	Harteraad and patient
12.45–13.30	**Lunch**	
13.30–13.45	**General introduction to the Career Development Course**	Maryam Kavousi
	Objective: Course opening and course overview Explaining the outline of the course for the next three days. Providing an overview of the program and defining the learning goals of the course.	
13.45–14.45	**All about you – your personal branding as you know it**	Maryam Kavousi, Martijn Hoes, Hester den Ruijter, Dick Thijssen, Matthijs Cluitmans
	Objective: Getting to know each other Round of introductions for participants and teachers. Each participant will be given **3 minutes** to introduce themselves (with one slide) by addressing the following points: name, institute, current position, special skills you may have, 5-year career plan. This is the first exercise for the students on how to present their own personal branding.	
14.45–15.00	**Break**	
15.00–16.45	**A game of 1001 assumptions**	Maryam Kavousi, Martijn Hoes, Hester den Ruijter, Dick Thijssen, Matthijs Cluitmans
	Objective: Take away false preconceptions and providing a foundation of the field. Interactive session with participants moving around the room along a line that symbolizes a spectrum between “true” and “false”. Participants should take a position on this line based on their view related to a series of statements. This way, teachers can reflect on participant’s assumptions and offer some real-world perspectives and scenarios.	
16.45–17.00	Break	
17.00–18.00	**Personal branding – Introduction**	Martijn Hoes, Maryam Kavousi, Hester den Ruijter, Dick Thijssen, Matthijs Cluitmans
	Objective: Participants complete Part 1 of the worksheet with specific, concrete answers that form the foundation for their personal brand. Interactive session focusing on the foundational elements of personal branding in biomedical research. The session begins with a brief introduction to core concepts of research identity and professional positioning. Participants engage in individual reflection exercises using Part 1 of the structured worksheet to identify their core expertise, research impact, unique value propositions, key achievements, and authentic motivations. The session includes facilitated discussion to help participants articulate what makes their work distinctive and meaningful. The aim is to enable participants to develop clear articulation of their research identity and the authentic drivers behind their professional work.	

18.15	**Evaluation and time to check in**	Participants
19.00–21.00	**Dinner and get acquainted**	

Tuesday 6 October: Set your career goals (TOOLS to reach your goal / build your future)

08.30–10.30	**The many faces of impact; personal, academic, societal, industry**	Dick Thijssen, Matthijs Cluitmans and others
	Objective: Discuss how you can create impact in different fields and strategize how to achieve meaningful outcomes aligned with your personal brand This session aims to demystify the concept of 'impact' within various niches of the biomedical field, from academia and university hospitals to the pharmaceutical industry and policymaking. Recognizing that impact is not one-size-fits-all and that different roles and sectors aspire to distinct kinds of influence, this session will explore the unique ways professionals can make a significant contribution to their domain. This session will be split into two parts in which an expert explains how impact can mean very different things and how to get there, and participants that can explain how their personal brand allows them to create impact in their field.	
10.30–11.00	**Break**	
11.00–12.00	**Personal branding – Build your own brand**	Martijn Hoes, Maryam Kavousi, Hester den Ruijter, Dick Thijssen, Matthijs Cluitmans
	Objective: Draft a 50-100 word personal brand statement that authentically communicates their research identity, unique value, and future aspirations. Interactive session building on the self-reflection from Session 1, focusing on strategic positioning and brand articulation. The session guides participants through audience identification exercises (Part 2 of the worksheet) to understand their key stakeholders and differentiation factors. Participants then synthesize their insights from both parts to identify recurring themes and draft a cohesive personal brand statement. The session includes small group discussions where participants share draft statements and provide peer feedback to refine clarity and impact. The aim is to guide participants in translating self-knowledge into a strategic, audience-focused personal brand statement that serves diverse career contexts.	
12.00–13.30	**Lunch with experts (part I)**	
	Objective: the participants will have lunch with someone from a panel of selected experts in their own field and do some informal networking. The participants will be provided with the name of the experts in the first day of the course. They can sign up for one of the experts that better fits their profile. They will take the time during the lunch to chat with an established professional to learn about them and their journey to the position they now have. Participants that do not wish to plan a lunch date with experts will visit the posters at the poster area.	
13.30–15.00	**Science communication**	Richard van Duin
	Objective: Learn communicate and involve your target audience Every professional needs to talk to their stakeholders, which often differ between field of research and lines of work. Different target audiences have different perspectives, standards, and goals. Tailored communication is the key to bringing the message across. Richard will highlight how this can be achieved.	
15.00–15.30	**Coffee/tea break**	
15.30–17.00	**The career path session**	Maryam Kavousi, Martijn Hoes, Hester den Ruijter, Dick Thijssen, Matthijs Cluitmans and others
	Objective: Discuss timely topics chosen by the participants in the first break.	

	This session covers the topics that were raised by the participants two weeks before the course in response to an enquiry. For this session, several young talents with various career paths will join us to talk about their career paths and engage in the discussions regarding the questions raised by the participants in the context of diversification and vitalisation of career paths.	
17.15	**Evaluation**	Participants (website)
17.30–18.00	**Posters and drinks session**	
18.00–19.30	**Dinner**	
20.30–22.00	**Sports activities (assembling at the reception at 20.30)**	Participants

Wednesday 6 October: Develop your business plan		
08.30–12.00	**Grant proposal workshop – Introduction and work on your grant**	Maryam Kavousi, Martijn Hoes, Veroni van Es (Team Science DCVA), Karin Eizema (Dutch Heart Foundation)
	Objective: Learning the basics of writing a grant proposal Each career track requires skills for writing grant proposals in some way. In this session we will touch on various aspects of writing a grant proposal relevant to various careers. We will align this session with common grant schemes as a reference. This will start with an introduction (Maryam Kavousi), continue with lectures from Dutch Heart Foundation (Karin Eizema), DCVA (Hester den Ruijter), and a practical session (Maryam Kavousi and Martijn Hoes).	
12.00–13.30	**Lunch with experts (part II)**	
	Objective: the participants will have lunch with someone from a panel of selected experts in their own field and do some informal networking. The participants will be provided with the name of the experts in the first day of the course. They can sign up for one of the experts that better fits their profile. They will take the time during the lunch to chat with an established professional to learn about them and their journey to the position they now have. Participants that do not wish to plan a lunch date with experts will visit the posters at the poster area.	
13.30–16.00	**Workshop: Present your brand to boost your career**	ElroyCOM Training
	Objective: Marketing and presenting your brand to boost your career. Here, all the previous themes from the program come into a strong personal branding pitch.	
16.15–16.45	**Evaluation and closure**	
17.00	**Departure**	