

## **Science Communication Workshop Outline**

It is becoming increasingly important for researchers to be able to clearly communicate their research for a broader audience, such as the public, the press, or even funding organizations. However, communicating complex specialized findings in an understandable and general manner is challenging for many researchers. This 1-day workshop will give researchers the foundations necessary to communicate their studies as well as platforms they should be using to do so.

### 1. The importance of communicating science to the public (9:00 – 10:15)

- Common misconceptions by the public
- How companies manipulate scientific findings to improve their revenue
- Important case studies and their societal impact
- Understanding the legal restrictions in your country

*Break (10:15 – 10:30)*

### 2. Effective writing strategies (10:30 – 12:00)

- Logical structure and flow
- Improving readability for a broad audience
- Avoiding ambiguity with the public

*Lunch (12:00 – 13:00)*

### 3. Communicating your research effectively to the public (13:00 – 15:00)

- What does the public need to know about your research?
- Emphasizing your motivation and its broad relevance
- Describing your key findings in an easy-to-understand manner
- Highlighting the impact of your research for society

*Break (15:00 – 15:15)*

### 4. Platforms for communicating science to the public (15:15 – 16:45)

- Social media
- Blogs and Wikipedia
- Press releases
- Speaking/interviewing with science journalists
- Regional concerns for maximizing visibility worldwide

*Final Q&A (16:45 – 17:00)*