

# COMMUNICATING SCIENCE

Tuesday 11 May 2010 – Rutherford Appleton Laboratory

## Research, Writing & Making Your Point

- an introduction to effective communications -



### Programme:

09.00 Introductions and outline of workshop

09.10 What makes effective communication  
– *gaining attention, pictures, lessons from the media*

09.30 Science presentation

09.50 Structuring a research news story to make an impact – *workshop and feedback*

### 10.30 Tea/coffee

10.45 Structuring a research news story - *continues*

11.30 Writing Skills: articles and websites - *workshop and feedback*

12.15 Good communication – *identifying audiences, choosing your message, narrative structures, jargon, acronyms, speaking & writing styles*

### 12.30 Lunch

13.30 How to get your message across – *networking, preparation, what to expect, what to ask*

14.00 Style and content in audio-visual aids – *presentation*

14.30 Presentations – *workshop*

### 15.10 Tea/coffee

15.25 Principles of communication - *discussion, issues raised and summary*

15:45 Wrap up

16:00 Close

Tutor: **Myc Riggulsford** MCIoJ, MCIPR



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