



Science Communication and Public Engagement course Programme

Thursday 24.11.2016

- 14:00-15:00 Introduction to the workshop
- 15:00-16:00 Introductory presentation: "Science Communication/Public Engagement"
- 16:00-16:30 Coffee break
- 16:30-17:00 Demonstration of a Science Communicator
- 17:00-17:45 Try it for yourself!
- 17:45-18:00 Day's summary and next steps

Friday 25.11.2016

- 10:00-10:20 Developing an impact statement or an elevator speech
- 10:20-10:50 Knowing your audience
- 10:50-11:10 Triangle of communication
- 11:10-11:30 Coffee break
- 11:30-12:00 Three M's of communication
- 12:00-12:30 Drop the jargon
- 12:30-13:00 Telling your science as a story
- 13:00-14:00 Lunch break
- 14:00-14:30 Demonstrating Science Communication Activities
- 14:30-15:00 Elevator Pitches, Group 1
- 15:00-15:30 Future plans and What's your plan?
- 15:30-15:55 Elevator Pitches, Group 2
- 15:55-16:00 End and Final Thanks

Guest lecturers: [Laura Bowater](#), [Richard Bowater](#), UEA.

Venue: CEITEC MU, building A35, Room 211

Register for the course [HERE](#) until **21th November**. Number of places is limited.

More information on this event is available on [BISON website](#).

