



**Your research institution**, your labs, your departments are doing wonderful work – work that can enrich and inform both the general public and public policy. How can the public, journalists, policy makers and even funders, hear about the good things you are doing? One of the most powerful ways to get the word out is to have researchers tell their stories themselves. But doing great research requires different skills than communicating great research.

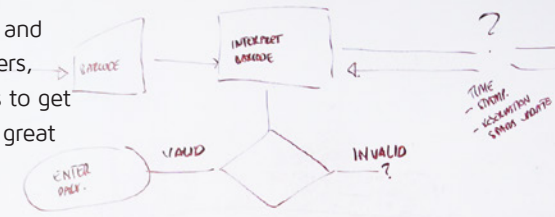
Great communication skills, whether face to face or on-line, are essential for making an impact within and beyond the academic world and can help further:

- informed media coverage of science which benefits the Canadian public, policy makers and scientists
- knowledge mobilization activities which are increasingly required by funders and granting councils
- graduate student development to advance their career and ensure academic success

### These skills can be learned.

The Science Media Centre of Canada offers training designed to help researchers develop the communication skills and tools they need to make their work broadly accessible to non-experts.

Working in small groups, participants engage in intensive workshops designed to move beyond traditional talks and lectures.



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## RESEARCH COMMUNICATION MASTER CLASSES

Great research can change the world - if people hear about it.

The module type sessions described below can be mixed and matched and spread out over a period of time, from half a day, or a day to an intensive three day session. Learning outcomes for participants include:

- Mastering the fundamentals of turning complex ideas into stories that appeal to specific non-expert audiences
- Communicating succinctly and authoritatively, not just about research, but also about that research's significance, impact and value

- Moving beyond one-way knowledge transfer to engage audiences in meaningful conversation
- Using social media to build relationships and engage in dialogue
- Developing basic technical skills of data visualization

We train individuals or groups through interactive, hands-on exercises. You can combine and customize sessions, and we will happily work with you to develop new modules tailored expressly for your interests and needs.

