



**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.

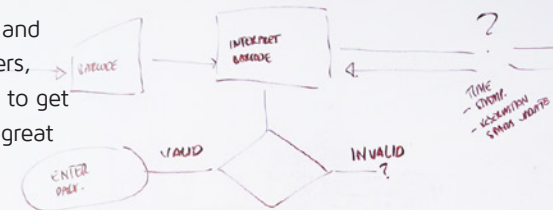
Great communication skills, whether face to face or on-line, are essential for making an impact within and beyond the academic world and can help further:

- 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.



presents

## **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.

## SAMPLE WORKSHOP MODULES



### Putting The You Into Your Research

Go beyond your training, and reconnect personally to your work. Find out how humanizing your research helps audiences not just understand the science, but understand its significance. The tools learned here can be applied in all communications and outreach.



### Developing An Effective Elevator Pitch

This workshop challenges participants to get someone interested in their work within the timeframe of an elevator ride. Participants will leave with a developed pitch, and the tools to formulate dynamic and effective pitches.



### Understanding Your Audience

How you tell your story can depend on who you're talking to. This session covers what journalists, the public, policymakers and/or donors know, don't know, want to know and need to know about your research. After this session, participants will have the basic tools to analyze, develop and design more effective presentations for different audiences.



### Acting Out For Researchers

True communication is all about listening. This improvisation-based workshop helps you figure out what information an audience seeks, and whether they're receiving what you have to say. Research has shown the give-and-take of improvisation helps participants learn to watch and understand the cues an audience provides while at the same time building confidence in 'live' situations.



### Social Media

This session will help you both find and contribute value through social media. Most researchers use social media for personal reasons. However, it can also be a powerful tool for showcasing your work and enhancing professional connections. Workshops can be built around specific platforms including LinkedIn, Facebook, and Twitter.



### Effective Storytelling

Storytelling is a pillar of communication. Studies show that information packaged in stories is not only easier to understand, but more likely to be remembered. Learn the basic elements of narrative and how to create and structure research stories. We cover print, electronic and broadcast media. The tools learned here can be applied to all aspects of communication, including teaching, conference presentations and media interviews.



### Enriching Your Content Visually

Multimedia can be used to entice and engage your audience. Essential information to create dynamic presentations, pitch your research to the public, journalists and policy makers. Find new ways of presenting still images, data and maps. Use videos and GIFs for your website and social media page. During this hands-on course participants will use free tools to create digital content.



### Informing Policy

Some researchers are interested in influencing government policy in a particular direction. Others merely wish to ensure that their research informs the policymaking process. Either way, this session helps researchers present their research and expertise in ways that hit home with politicians, bureaucrats and advocacy groups, all of whom have influence over how policies develop.

## FACULTY INCLUDES:

**JIM HANDMAN** Contact: [info@sciencemedia.ca](mailto:info@sciencemedia.ca)

Jim Handman is a freelance science journalist, media trainer, and university instructor. For 17 years, Jim was the Executive Producer of the CBC Radio science program, Quirks & Quarks. Jim has also taught broadcast journalism at Ryerson University, Laurentian University, Western University, and the National University of Rwanda. In addition, he was a Science-Writer-in-Residence at the Journalism School of the University of Wisconsin-Madison.