

# Science Communication Masterclass

## 30 April – 03 May 2012



University of the  
West of England



science communication unit



### Programme Schedule

Time	Monday 30 April	Time	Tuesday 01 May	Wednesday 02 May	Thursday 03 May
	<i>The Masterclass will begin at 12.30 to accommodate travel needs</i>	<b>09.30 - 12.30</b>	<b>Face to Face with the Public</b> <ul style="list-style-type: none"> <li>• Direct engagement with live audiences</li> <li>• Practical aspects of delivery</li> <li>• Questioning and listening skills development</li> </ul>	<b>Parallel session #3</b>  ~ or ~  <b>Parallel session #4</b>	<b>Most popular parallel session as a core session</b>
<b>12.30 - 13.15</b>	<ul style="list-style-type: none"> <li>• Arrival &amp; Welcome</li> <li>• Buffet lunch provided</li> </ul>				
<b>13.15 - 14.15</b>	<b>Introductions &amp; Overview</b>	<b>12.30 - 13.30</b>	Lunch	<ul style="list-style-type: none"> <li>• Conference photo at 12.35</li> <li>• Lunch</li> </ul>	Lunch
<b>14.15 - 16.30</b>	<b>Historical &amp; Social Contexts of Science Communication</b> <ul style="list-style-type: none"> <li>• Interactive overview of key points in the development of science communication</li> <li>• Contexts relating to the science – society interface</li> </ul>	<b>13.30 - 16.30</b>	<b>Parallel session #1</b>  ~ or ~  <b>Parallel session #2</b>	<b>Parallel session #5</b>  ~ or ~  <b>Parallel session #6</b>	<b>Plenary and Concluding Session</b> <ul style="list-style-type: none"> <li>• Exchange of learning outcomes from parallel sessions</li> <li>• Drafting action plans</li> </ul>
<b>16.30 - 17.00</b>	<b>Tour of At-Bristol</b>			<b>Conference dinner</b> <i>(costs paid at time of registration)</i>	<i>The Masterclass will end at 16.00 to accommodate travel needs</i>  <i>At-Bristol will run a <b>Planetarium show</b> at 16.00</i>

Coffee breaks will occur at approximately 11.00 and 15.00 each day. Tea, coffee and biscuits will be provided during breaks however delegates will need to source their own lunch options. There are a variety of possible alternatives available nearby, as well as an on-site café.

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**Parallel Sessions** *(These will be scheduled according to submitted delegate preferences.)*

### **Evaluating projects – Clare Wilkinson**

The session involves an overview of different forms of evaluation. It encourages delegates to reflect on the purposes, benefits and constraints of evaluation, in addition to exploring the process of devising an evaluation strategy for a specific project. Delegates will have the opportunity to try out evaluation techniques and will discuss the quantitative and qualitative opportunities available when evaluating projects.

### **Print media in the media mix – France Davenport**

Within the ever-shifting media landscape, the role of print media in science communication is changing. This session will explore the pros and cons of using print media as a communication tool and compare it with other forms of media. Using exercises based on current media stories, participants will look at ways to obtain the best coverage with the least compromise and how to best place print media within the media mix.

### **And who pays the bills? Finding funds and successful bidding – Erik Stengler**

In the current period of financial challenges it is important to be able to make the most of the funding opportunities that are available. This session will provide an overview of potential funding routes for public engagement activities, as well as top tips in successful grant writing and gaining sponsorship. There will also be a practical opportunity to experience the panel reviewing process.

### **Interview and podcasting techniques – Malcolm Love**

Experienced broadcaster Malcolm Love will be teaching the basic skills of interviewing and being interviewed. This session will help prepare you to give a confident media interview in any context. It will also introduce you to the art of interviewing, covering basic editorial and technical considerations. The content is likely to be extremely helpful for would-be podcasters as well as those likely to be involved in media interviews.

### **Social media as a communication tool – Ann Grand**

Social media have the potential profoundly to affect the way we communicate and collaborate, both with our colleagues and with our audiences. This session offers the opportunity to experiment with social media tools and, using a scenario-based approach, start thinking about how we might use them to meet our science communication needs.

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### **Strategic and creative thinking – Emma Weitkamp**

This session will explore communication from a strategic perspective and how projects can be developed to support an organisation's strategic aims. Starting with an exploration of what it means to think strategically, whether as an organisation or an individual, the session will move on to explore how individual projects can be developed to help meet strategic objectives (whether corporate, a funder's or your own career objectives). Having considered the role of projects in implementing a strategic vision, participants will have an opportunity to explore creative ways to generate project ideas that might fit a particular strategic goal.

### **Who are we doing this for? Adapting to audiences – Erik Stengler**

When designing Public Engagement activities it is fundamental to know the type of audience that you would like or are going to address. But it is also important to know how to recognise when you are losing all or part of your audience and to be able to adjust 'on the fly'. This session will explore the need to deliver in accordance to the audiences' expectations, backgrounds and circumstances.