

Science Communication Masterclass

9 – 12 November 2015



University of the
West of England



science communication unit



Programme Schedule

Time	Monday 9 November	Time	Tuesday 10 November	Wednesday 11 November	Thursday 12 November
	<i>The Masterclass will begin at 12.30 to accommodate travel needs</i>	09.30 - 12.30	Face to Face with the Public <ul style="list-style-type: none"> • Direct engagement with live audiences • Practical aspects of delivery • Questioning and listening skills development 	Parallel session #1 ~or~ Parallel session #2	Most popular session as parallel session
12.30 - 13.15	<ul style="list-style-type: none"> • Arrival & Welcome • Light lunch provided 				
13.15 - 14.15	Introductions & Overview	12.30 - 13.30	Lunch	Conference photo at 12.35 Lunch	Lunch
14.15 - 16.30	Historical & Social Contexts of Science Communication <ul style="list-style-type: none"> • Interactive overview of key points in the development of science communication • Contexts relating to the science – society interface 	13.30 - 16.30	Most popular session as parallel session	Parallel session #3 ~or~ Parallel session #4	Plenary and Concluding Session <ul style="list-style-type: none"> • Show, tell or pitch opportunity • Drafting action plans
16.30 - 17.00	Tour of At-Bristol	16.30 - 17.30	Sustainability Tour of At-Bristol	Delegate meal out at local restaurant - 7pm <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 Planetarium show 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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Sessions *(these will be scheduled according to submitted delegate preferences)*

Print media in the media mix – Andy Ridgway

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.

Social Media as a Communication Tool – Gez Smith

Social media provides new opportunities to communicate and collaborate with our colleagues and audiences, but is only as effective as the content we put into it. This session aims to prove that anyone is capable of using social media effectively, looking at the principles behind using social media, as well as offering the opportunity to experiment with social media platforms and some of the different management and monitoring services that sit around them.

Facilitation Skills – Ann Grand

This session will focus on facilitation skills applicable to a wide range of audiences and situations. The session will include facilitation exercises and the opportunity to reflect on both good and poor facilitation experiences and to share experiences and solutions.

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.

Interviewing and being interviewed – Malcolm Love

Performing well in an interview oneself and being able to interview others are two core skills for science communicators. This session provides top tips from both sides of the microphone or camera. Although focussing on the obvious application in radio and TV interviews, the workshop will be valuable for interviews that may happen on stage at events (such as conferences), as well as for people making their own podcasts. We consider some basic 'technical skills'; preparing and organising your thoughts; coping with 'tricky' situations; 'performing' well in the interview and how to approach the interviewing of others.

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Evaluating projects – Margarida Sardo

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.