



"I thought the week was well organised, interesting and enjoyable. The tutors were fabulous and really got the group enthused about the subject... a very worthwhile week out of the office!"

(2010 Masterclass delegate)

"Overall, I found the course very useful and I will definitely move forward and use aspects of the course throughout my work and future career. Thanks very much for everything."

(2010 Masterclass delegate)

"I have come across no other course which seems to offer sessions which apply to my kind of work area. In addition the duration is ideal."

(2008 Masterclass delegate)

"I have applied many main ideas and ways of organising projects in my work through the concept of communicating science that was taught at the Masterclass."

(2008 Masterclass delegate)

"It is a rare luxury to be able to take a week out of the office, and the time and space offered on the course, linked with the intellectual stimulation and discussions was most refreshing. I have brought back a great deal, particularly in terms of new ideas for managing our public engagement programmes which I can see being applied over the next couple of years."

(2008 Masterclass delegate)

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Science Communication Unit

Science Communication Masterclass and Bespoke Training Portfolio



University of the
West of England

bettertogether

Passionate about the dialogue between science and the public?
Looking to widen your understanding of public engagement?
Curious about communicating science in new and innovative ways?

Read on...

Science Communication Masterclass

Our Masterclass is a 3-5 day intensive course created to provide professional development in science communication. It draws on the international expertise of the team that delivers UWE's popular and practical MSc in Science Communication.

Topics covered will include:

- Historical and social contexts plus current drivers for science communication
- Different ways of communicating science
- Engaging with the public

- Relationships between science and the public

Typical interactive workshops cover:

- Facilitation training
- Raising funds and project planning
- Science in print media
- Evaluating projects
- New Media

Suitable for:

- Those completely new to the field of science communication
- Practising scientists wishing to enhance the public engagement element of their research
- Science graduates intending on pursuing a career in science communication – or those seeking a career change
- Scientists or teachers of science seeking continuing professional development
- People working in Research Councils with a communication element to their role

Places are limited so early registration is recommended.



Training Portfolio

Building on the successful and internationally renowned MSc and Masterclass in Science Communication, we also offer a suite of training opportunities which meet knowledge, training and development needs of organisations, companies and learned institutions working in the field of science communication.

Courses are offered at Introductory (I) or Professional Development (PD) levels as indicated:

- Introduction to Science Communication (I)
- Public Engagement with Science (I)
- Science in the Print Media (I)
- Scientists as Sources (I)
- Writing for Different Audiences (PD)
- Writing Styles (PD)
- Ways of Communicating Science (I)
- What is New Media? (I)
- The Communicator and Culture (PD)

- Physical Presentation and Theatre Skills (I)
- Key Skills for Live Interactions with the Public (PD)
- Facilitation skills (PD)
- Evaluation (I)
- Project Planning and Management (PD)
- Finding Funds (PD)

I = Introductory sessions aimed at those new to the field of science communication

PD = Professional Development sessions designed to follow on from an introductory session or for those with prior knowledge and/or experience of the field.

Delivery can be held at UWE's premises or at your own organisation, UK or internationally.

