

Science Communication Masterclass

6 – 9 November 2017

Draft Programme Schedule



Time	Monday 6 November	Time	Tuesday 7 November	Time	Wednesday 8 November	Thursday 9 November
	<i>The Masterclass will begin at 12:30 to accommodate travel needs</i>	09:00 – 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 	09:30 – 12:30	Adapting to audiences The session will explore the need to deliver in accordance to audiences' expectations, backgrounds and circumstances.	Evaluating Projects This session will look at different forms of evaluation and provide opportunity to try out evaluation techniques. Or Honing your science writing We'll look at writing structures, how to draw out key messages and how to adapt stories for different audiences.
12:30 - 13:15	<ul style="list-style-type: none"> Arrival & Welcome Light lunch provided 					
13:15 - 14:15	Introductions and Overview	12:30 - 13:30	Lunch	12:30 – 13:30	Lunch (Conference photo at 12:35)	Lunch
14:15 - 16:30	Historical and 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 - 16:15	Facilitation Skills This session will focus on facilitation skills applicable to a wide range of audiences and situations. Or Social Media In this session, we'll look at some of the underlying principles of using social media, how to create content that will be engaging to your audience as well as how to monitor the impact of your social media posts.	13:30 – 16:30	Strategic and creative thinking This session will explore communication from a strategic perspective and how projects can be developed to support an organisation's strategic aims.	Plenary and Concluding Session <ul style="list-style-type: none"> Show, tell or pitch opportunity Drafting action plans
						<i>The Masterclass will end at 16:00 to accommodate travel needs</i>
16:30 - 17:00	<i>Tour of At-Bristol at 16:30</i>	16:15 - 16:45	<i>At-Bristol will run a Planetarium show at 16:15</i>	19:00 - 21:00	Delegate meal out at local restaurant – 19:00 <i>(costs paid at time of registration)</i>	Sustainability Tour of At-Bristol at 16:00

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)

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.

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.

Face to face with the Public – Helen Featherstone

This session will focus on direct engagement with live audiences as well as practical aspects of delivery. Delegates will have the opportunity to develop their questioning and listening skills.

Facilitation Skills – Laura Fogg Rogers

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.

Honing your science writing – Andy Ridgway

These days there are lots of platforms you can use to write about your research and the research of others, such as blogs, institutional websites and on media outlets. But how do you write in a way that will grab the reader's attention while at the same time explaining the science clearly and accurately? In this session, we'll explore how to write lively, engaging stories that stay true to the science. We'll look at writing structures, how to draw out key messages and how to adapt stories for different audiences. While most of the techniques will be applicable to any form of writing, we'll also look at some of the specifics of certain forms of writing, such as blogs and media-ready content.

Social Media as a Science Communication Tool

How do you get the most out of social media? Many of us use it, but knowing how to use it effectively appears to be far from straightforward. In this session, we'll look at some of the underlying principles of using social media, how to create content that will be engaging to your audience - while also giving you access to new ones - as well as how to monitor the impact of your social media posts.

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.