

Science Communication Masterclass

14 – 17 June 2021



Programme Schedule

Time	Monday 14 June	Time	Tuesday 15 June	Time	Wednesday 16 June	Time	Thursday 17 June
13:15 - 13:30	Login to the session	09:30 - 12:30	Face to Face with the Public This session will focus on direct engagement with live audiences.	09:30 - 12:30	Honing Your Science Writing This session will explore how to write lively, engaging stories that stay true to the science.	09:30 - 12:30	Thinking strategically about science communication & engagement This session will cover how to build a strategy for science communication and engagement.
13:30 - 14:30	Introductions & Overview	12:30 - 13:30	Lunch break	12:30 - 13:30	Lunch break	12:30 - 13:30	Lunch break
14:30 - 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 - 16:30	The psychology of science communication This session will explore how empirical research about human behaviour and thinking can inform how we communicate science.	13:30 - 16:30	Engaging participants in online and blended environments This session will improve your knowledge of these possibly spaces of engagement. Or Social media for science communication This session will help you get the most out of social media.	13:30 - 16:15	Evaluating Projects The session involves an overview of different forms of evaluation.
19:00 - 20:00	<i>Group mixer</i> A chance to meet and find out more about your fellow delegates	19:00 - 20:00	<i>Science Communication Quiz</i>	19:00 - 20:00	<i>Project Mixer</i> Opportunity to share your current projects	16:15 - 16:30	Plenary and Concluding Session

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Sessions:

Engaging participants in online and blended environments – Margarida Sardo & Sophie Laggan

Has your project shifted online due to the COVID-19 pandemic? Do you need to digital upskill but have yet to find the time? Want to learn from others who are in the same boat? This session will improve your confidence, knowledge and enjoyment of these possibly unfamiliar spaces of engagement.

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. Delegates will explore the role of direct engagement in the larger science communication field. Using real examples, participants will unpack the skills necessary for this type of work and look at practical aspects of delivery.

Historical and social contexts of science communication – Clare Wilkinson

In this session we will think about how science communication can be defined and what features are apparent in the field's development. We will explore some of the key examples of science communication internationally, through an interactive exercise. Participants will have an opportunity to reflect on the motivations and deterrents for researchers to communicate and consider how that knowledge might be used in their own activities. We will draw the session to a close by considering some of the contemporary incentives for science communication, and why it continues to have an important role in science/society relations to this day.

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 and institutional websites as well as 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.

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The psychology of science communication – Hannah Little

This session will explore how empirical research about human behaviour and thinking can inform how we communicate science. Among other concepts, we will touch on social learning, cognitive ease, stereotype threat and learned helplessness, as well as how humans process language, analogy and inference. The session will focus on applying our learning to real world science communication across different types of delivery, and how we can simply incorporate these considerations into our existing practice.

Thinking strategically about science communication and engagement – Clio Heslop

This session will cover how to build a strategy for science communication and engagement, no matter what level of experience or responsibility you have. We will work through stages of strategy development, including: identifying research that can underpin strategy; clarifying the goals and motivations that are important to you and your organisation; deciding which activities to prioritise; trying out tools and approaches; and tracking progress.

Social Media for science communication – Ruth Larbey

How should you get the most out of social media with the time you have? This session will delve into social media strategy and workflow, who you want to reach (and how this influences decisions) and how to grow your followers in a meaningful way. We will cover how to craft engaging posts for a variety of different channels and some key approaches to help you communicate effectively and strategically online.

Social Sessions:

Group Mixer

In this interactive session, find out more about your fellow delegates, what's motivated them to take the course, where they see their futures in science communication, as well as a few fun insights into their lives.

Science Communication Quiz

Join us for a science communication quiz, test your knowledge on science and research communication, with opportunities to win some small prizes.

Project Mixer - Clare Wilkinson & Andy Ridgway

During an interactive session, delegates will have an opportunity to present creative ideas, products and examples from their own organisation or workplace. This will be followed by five minutes for questions and feedback from your peers and tutors. Delegates are provided with further information to prepare for this activity when registering for the Masterclass.