

Science Communication Masterclass

5 – 8 November 2018



Programme Schedule

Time	Monday 5 November	Time	Tuesday 6 November	Time	Wednesday 7 November	Thursday 8 November
	<i>The Masterclass will begin at 12:30 to accommodate travel needs</i>					
12:30 – 13:15	Arrival & Welcome Light lunch provided	09:30 – 12:30	Face to Face with the Public This session will focus on direct engagement with live audiences. <i>(whole group session)</i>	09:30 – 12:30	Adapting to Audiences This session will explore how to adapt to individual needs and seek to understand what different people seek from their recreational experiences. <i>(whole group session)</i>	Evaluating Projects The session involves an overview of different forms of evaluation. Or Social Media This session will look at how to create a social media strategy with the easily available and free resources the internet has to offer. <i>(parallel sessions)</i>
13:15 – 14:15	Introductions & Overview	12:30 – 13:30	Lunch break	12:30 – 13:30	Lunch break (Conference photo at 12:35)	Lunch break
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 <i>(whole group session)</i>	13:30 – 16:15	Strategic and Creative Thinking This session will explore communication from a strategic perspective. Or Facilitation Skills This session will focus on facilitation skills applicable to a wide range of audiences and situations. <i>(parallel sessions)</i>	13:30 – 16:30	Honing Your Science Writing This session will explore how to write lively, engaging stories that stay true to the science. <i>(whole group session)</i>	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	Tour of We The Curious at 16:30	16:15 – 16:45	<i>We The Curious will run a Planetarium show at 16:15</i>	18:00 – 20:00	Delegate meal out at Las Iguanas – 18:00 <i>(costs paid at time of registration)</i>	Sustainability Tour of We The Curious 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 (scheduled according to submitted delegate preferences & tutor availability)

Adapting to audiences – Hannah Little

When designing Public Engagement activities, it is fundamental to know the type of audience that you are going to address. Most commonly, institutions understand their audience by demographic metrics, e.g. age, socio-economic class, pre-existing levels of engagement, etc. However, these metrics don't always capture information about individual expectations that will help us design and carry out our interventions. This session will explore how to adapt to individual needs and seek to understand what different people seek from their recreational experiences.

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.

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.

Show, tell or pitch - Clare Wilkinson & Andy Ridgway

During an interactive session, delegates will have an opportunity to present creative ideas, products and examples, either from their own organisation and workplace or based on their time within We The Curious. 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.

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Social Media as a science communication tool - Josie Allchin

Following the theme of how to get the most out of the social media with the time you have, the session will look at how to create a social media strategy with the easily available and free resources the internet has to offer. This will include how to use social analytics, social media management tools and how best to present your content on different channels. We will cover the main platforms, including Twitter, Facebook and Instagram.

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.