

# Science Communication Masterclass

24 – 27 November 2025



## Draft Programme Schedule

Time	Monday 24 November	Time	Tuesday 25 November	Time	Wednesday 26 November	Time	Thursday 27 November
12.30 - 13.15	Arrival & Welcome Light lunch provided	09.30 - 12.30	Identifying and Tackling Misinformation (EW & AR)	09.30 - 12.30	Considering Collaboration and Engagement (AW)	09.30 - 12.30	Evaluating Projects (MS)
13.15 - 14.15	Introductions & Overview (AR)	12.30 - 13.30	Lunch break (group photo 12.35)	12.30 - 13.30	Lunch break (project mixer at 12.45)	12.30 - 13.30	Lunch break
14.15 - 16.30	Historical and Social Contexts of Science Communication (CW)	13.30 - 16.00	Science Communication in the Flesh (DJ)	13.30 - 16.30	Podcasting in an increasingly crowded market (AG)	13.30 - 16.30	Honing Your Science Writing (AR)
		16.00 - 17.00 18.00	Tour of We The Curious  Delegate meal Las Iguanas	16.45 - 17.15	Planetarium Show	16.30 - 17.00	• Plenary and Concluding Session (AR)

*Tea and coffee will be provided at 9.00, 11.00 and 15.00.*

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*Sessions (scheduled according to tutor availability)*

### **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.

### **Identifying and tackling misinformation – Emma Weitkamp, Andy Ridgway**

We often think that we're adept at spotting misinformation. But how can we prevent ourselves from falling victim to false information when we are communicating about science in different contexts? In this session, we will explore the techniques used by those who spread misinformation - or more accurately disinformation - to help us identify it and also consider what makes people vulnerable to it. We will also look at effective approaches to fact checking information. Finally, we will consider how our work is impacted by the ecosystem of mis- and disinformation we operate in and role we can play in addressing it

### **Science communication in the flesh – David Judge**

This session will explore forms of science communication which involve in-person engagement with audiences through formats like festivals, shows, or exhibitions. We will think about communication beyond written and spoken words, and how the physical environment can profoundly influence how we communicate. Using real examples, we will unpack the skills necessary for this type of work and look at practical aspects of delivery.

### **Considering collaboration and engagement – Amanda Webber**

In recent years, there has been a welcome move towards more active engagement with publics around science, seen in the increasing number of projects using citizen science and co-creative approaches. In this session we will use global case studies to explore and reflect on the potential benefits, constraints and barriers to these methods. We will also draw on participatory methods to consider what co-creation can look like in practice.

### **Podcasting – Andrew Glester**

We'll be looking at how you go about making a podcast and how you make a good podcast. We'll look at what has worked, what hasn't and why with a view to developing your own podcast which can stand out, be downloaded and then listened to.

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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.

## **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.