

# Find your science communication style

With so much scientific information to be shared, and so many ways to do it - it is important to understand **how best you can share your own slice of science**. In this course we will walk through some important questions on how to shape your science communication style and why it is important to do so. Then begin to plan how you can increase your impact in the future by weaving this style into your presentations, social media, website etc.

*Dr Elizabeth Mills has over 5+ years of experience writing, filming, illustrating and presenting science communication. Her enthusiastic and engaging style has led to opportunities to appear on TV (CBeebies), create science shows for festivals, podcasts, public speaking events and science standup! In 2021 she was awarded Royal Society of Biology New Researcher Outreach and Engagement Award.*

**In this course Elizabeth hopes to share how to not only make an impact, but make your science communication tailored to your enjoyment and skills along the way.**

**What platform is best for you?**



**What skills do you want to learn?**

**What do you have the most fun doing?**

**What style is best for you?**

Funny

Enthusiastic

Dramatic

Serious

Upbeat

Emotional

**What medium is best for you?**

Videos

Reports

Presentations

Articles

Books

Art

Live Stream

Music

**What impact do you want to make - whats the best way to do that?**

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## ***What length of workshop is best for your trainees?***

*A half day workshop enables me to cover information about the types of styles used in science communication and introduce the idea of working out which is best for the trainees. However a full day workshop allows time for a more personalised experience where the trainees can begin to tailor their specific communication to style and plan how to use this in the future.*

## ***Can the workshops be customised?***

*Absolutely, before each training session I will always sit discuss the needs of the trainees and how I can tailor my training to them. A personalised itinerary and a maximum number of people I can conduct this training for will then be provided with the training quote.*

### **Example Half Day Workshop**

9:00-11:00

- Introduction to the different styles of science communication with examples
- Where different styles of science communication might be best suited
- How to find the right style for your own work

11:00-11:45

- Exercise to understand your own style and where this fits in (mixed with discussion and break)


11:45-12:30

- Discussion and Questions

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## Example Full Day Workshop

- 9:00-11:00
- Introduction to the different styles of science communication
  - Examples of where each style may be best to use
  - Examples of how using a style of science communication has been successful
  - Discussion on what the trainees are looking to get out of the training
- 11:00 - 11:15
- Break
- 11:15 - 13:00
- Work through an exercise which includes a detailed form where trainees can discover which style might be best to use
- 13:00-14:00
- Lunch and time to ask any queries on the exercise
- 14:00-16:00
- Discussion around what people found out about their styles during the exercise
  - How to implement that style through different mediums
  - Create a plan to implement these different styles in trainees future science communication
- 16:00-16:30
- Questions



**This training can also be combined with my 'Simple Science Graphics', 'Making Videos for YouTube - Basics for Researchers' or 'How to be Confident and Enjoy Public Speaking' where we can then take what is learnt in this training and apply practically in a 2+ day course.**