

## Working with the media & Presenting research to the public

### Training Programme

- |              |   |
|--------------|---|
| <b>09:00</b> | <b>Tea/coffee and networking on arrival</b>   |
| <b>09:30</b> | <b>Welcome, introductions and expectations</b><br>Choose your style   |
| <b>10:00</b> | <b>Why communicate research?</b><br>Facilitated discussion about the value of research communication (#scicomm) for you and your institution  |
| <b>10:15</b> | <b>Think different: Getting a new perspective on your work</b><br>Culture Shock: Research communication Vs mass media<br>Bridging the gap – The medium is the message<br>Structuring a great talk |
| <b>11:00</b> | <b>Tea Break</b>  |
| <b>11:30</b> | <b>The big Idea: choosing content</b><br>Listening exercise<br>Talking the talk (into existence)<br>What works? A case study  |
| <b>12:15</b> | <b>Creative approaches to research communication</b><br>Telling stories – Fergus McAuliffe<br>Soundbites and managing jargon<br>Visual communications – painting pictures                         |
| <b>13:00</b> | <b>Lunch</b>  |
| <b>14:00</b> | <b>Putting it all together</b><br>Performance and warm ups<br>Eye contact and voice projection  |
| <b>14:45</b> | <b>Talking science - Introducing FameLab</b><br>Criteria and structure<br>Top tips  |
| <b>15:15</b> | <b>Evaluation and close</b>   |