



We are all scientists but communicating good science and its outcomes is traditionally not something we do well. Science communication is a vital skill needed for community support, understanding and potential future funding outcomes.

This workshop presented by science communicators will cover communication skills for science engagement messages identification/development, new/traditional media and event management. In addition to standard science communication skills attendees will also learn improvisational comedy skills which new research shows helps scientists think and communicate more personally in a relatable way. This brings their own passion to the moment so that they're coming from a place of excitement in their own work. This event will be followed by a free evening Science Themed Improv Comedy Jam where participants can put new skills to use and have some fun.

WHEN: Tuesday 15th August 8:30 am – 3:00 pm

WHERE: Pollinators City Hive 184 Marine Terrace, Geraldton WA 6530

WHO SHOULD ATTEND: This workshop presented by professional science communicators is for anyone (15 yrs. and older) in the region who would like to be able to better communicate what they do and why they do it.

COST: \$60 per person . Scinapse Members \$40 (Max 5 people from 1 organisation) Lunch and morning/afternoon tea included. Max 20 participants

RSVP: Book and pay via the Goodness Festival Website <https://goodness.org.au/event/improving-science-communication-workshop/>

MORE INFORMATION: Contact Mark Canny mark.canny@gmail.com 0428 617 205 for more info and if any special access/dietary requirements.

WORKSHOP STRUCTURE

Intros and Overview

- Goodness, Scinapse and Mid West Science Engagement
- Welcome and Introductions- the 30 second science pitch.

Communicating Science

- Pin-pointing and targeting the key messages of your activities
- Explaining your event/field/research/group to different audiences, avoiding jargon, acronyms and technical terms
- Developing your own style, including voice, mannerisms, analogies
- Visualisation of science.

Media Mastery

- What makes a good news story and how do you attract the attention of a journalist?
- Learn how to structure and write a winning press release that has all the key information required to tell your story.
- Understand the time frames the media works to and how to distribute your release effectively. Media Interviews

Social Media Madness

- Introduction to Twitter, Facebook and LinkedIn (and other tools such as Instagram/Youtube), demonstrating how they can benefit you in your work environment.
- Tweeting, hashtags, photos and ‘following’ people.
- Appreciate the use of groups, fan pages and social networking in expanding your network and spreading news of your activities.

Science Event Success

- Tools and hints for running a successful science event
- Evaluation of events and communicating outcomes

‘Improv’ing Science

- Yes anding for beginners. Communicating science messages with humour
- Public nonsense and the art of looking silly
- Confidence – When you look like an idiot the only way is up.
- Finding your improv style.

TENTATIVE SCHEDULE

TIME	TOPIC	PRESENTER
8:30 AM	Coffee and Networking	
8:45 AM	Introductions and Overview	Mark Canny
9:00 AM	Communicating Science	Sarah Lau
9:45 AM	Media Mastery	Sarah Lau
10:45 AM	MORNING TEA	
11:00 AM	Social Media Madness	Sarah Lau
12:00 PM	LUNCH	
12:30 PM	Science Event Success	Mark Canny/Kirsty Kipling
1:00 PM	AFTERNOON TEA	
1:15 PM	‘Improv’ing Science	Jody Quadrio - Mark Canny
2:45 PM	Wrap Up + Evaluation	Mark Canny
3:00 PM	End	

SARAH LAU - SCIENCE COMMUNICATOR



Sarah Lau is a science communicator with over 14 years' experience working in the government, academic and not-for-profit sectors.

Sarah specialises in creating and delivering communication, marketing and branding strategies with a science focus. Her experience spans a diverse range of communication activities – from establishing science festivals to honing business pitches. She is currently with the Western Australian Department of Water and Environmental Regulation, working to connect the Department's technical and scientific information with stakeholders in a meaningful and engaging way.

As a speaker and presenter, Sarah has delivered hundreds of presentations and public speaking engagements, including major science events such as the Western Australian Premier's Science Awards, Science for our Future Festival

and the Fame Lab State Finals. She also runs practical training programs for students and scientists to assist in the development of science communication skills and techniques.

Sarah is highly skilled in media management, representing the 'public face' of organisations such as Scitech, Western Australia's science centre, and ChemCentre, the Western Australian Government chemical and forensic science laboratories. She currently shares the latest science news on segments for RTRFM 92.1 and ABC local radio.

In 2017, Sarah was made a Life Member of the Australian Science Communicators, the professional body representing those who make science accessible, in recognition of her service as National Secretary from 2009 – 2017 and contributions to science communication in Australia.

