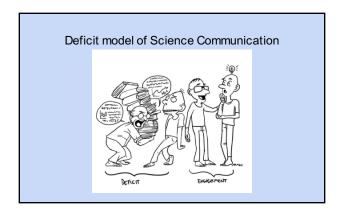
## Communicating Science

Tessa Hill & Ben Laabs

There are many ways that we use communication as scientists – what does 'science communication' mean to you?

Why is science communication important to you?





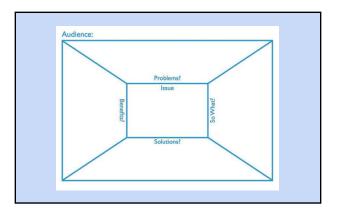
As scientists, we are trained to talk about

Materials, methods, statistics, experimental design
The 'so what' is buried somewhere in here...
Research results
"Take home" message

MOST IMPORTANT STUFF
(Say it right away!)

LESS IMPORTANT STUFF
(Say it Next)

LEAST IMPORTANT
STUFF
(Say it last)



## Plan ahead for opportunities to engage

Are there papers, projects, conferences or other events that will provide  $y\alpha$  an opportunity to speak to the media, give a public talk, or brief policymakers?

What are the pros/cons of these engagement opportunities? What do you worry about? Will you get 'credit' from your university for spending time on these events?

Are there examples to look at of people who have excelled at communicating science in your field – what can you learn from them?