COMMUNICATING SCIENCE TO NON-SCIENTISTS
CONVERSING WITH ETIQUETTE!

INNOVATION IN ACTION SESSION

SATURDAY, MARCH 18, 2017, 9:00-10:00 AM

Session facilitators: Tullia C. Bruno, University of Pittsburgh and Mary M. Mitchell, Mitchell Organization

Workshop learning objectives:
- Define excellent examples of written and verbal communication.
- Translate complex language in your research for a lay audience.
- Improve your 1-2 minute elevator pitch for a lay audience.
- Understand the proper etiquette required for effective communication.
WHY IS IT IMPORTANT TO INCREASE COMMUNICATION SKILLS?

WHY IS A HANDSHAKE IMPORTANT IN COMMUNICATION?
THE NUMBER ONE RULE: Know your audience!

Once you know your audience, you can define your headline
How do you effectively communicate?
Reverse your default communication style

Scientist    Non-scientist

Background    Details

Details    So what?

Conclusions    Bottom-line

American Association for the Advancement of Science
SIMPLE EXPLANATIONS FOR RESEARCH TERMS

• Apoptosis
• Cell
• Autoimmune
• Clinical trial

• Cognition
• Differentiation
• Efficacy
• Protein

Now take 5 minutes and come up with a list of five terms that pertain to your research!
TIPS FOR GIVING AN EFFECTIVE PRESENTATION
How do we engage the audience?

- Use examples
- Use analogies
- Use pictures
- Use questions
Other pointers

Don’t avoid the “so-what” question.

Use your slides to your advantage

Don’t give a list of long credits

React, don’t respond to questions!

Remember, start with the significance!!!
10 items to consider when making a presentation

- Do your homework! (cultural cognition)
- Know your goals i.e. intended audience and final message
- Be accurate and accessible
- Be fun and engaging
- Respect the audience
- Establish trust
- Give them more than just facts
- Acknowledge the humanity of science
- Walk the walk i.e. read blogs, engage with science museums
- Always leave them wanting more!