



THE AMERICAN ASSOCIATION FOR
THE ADVANCEMENT OF SCIENCE




SCIENCE COMMUNICATION & PUBLIC ENGAGEMENT



Communicating Science Workshop

OCTOBER 22, 2020
9:30 AM - 12:30 PM
VIA ZOOM

The American Association for the Advancement of Science (AAAS) Communicating Science Workshops goals include building scientists' communication skills and confidence in engaging with public audiences and providing best practices for use of different communication methods and mechanisms. The program uses empirical evidence from research in science communication and public engagement with science, and maintains an evaluation program that confirms workshops are meeting defined goals.



Through discussion, self-reflection, small group work, and practice sessions, workshops focus on the importance of effective communication that clearly conveys scientific concepts. We encourage workshop participants to think about how content applies to their own work and future communication opportunities. Our workshops and seminars provide scientists and engineers with communication skills, resources and practice developing and presenting messages.

Science Communication and Public Engagement Fundamentals focuses on the core components of successful public engagement. Participants are introduced to the AAAS public engagement framework, a guide they can apply to all kinds of interactions. Participants learn how to identify a public engagement goal, determine the relevant audience, craft tailored messages to achieve their goal and rehearse their engagement scenario.



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Registration Link:
<https://attendee.gototraining.com/r/6148396863500255490>

