



# Workshop 2022

Crafting & Delivering Science Stories that Stick

Our Summer 2022 Workshop is a two-day immersion into two aspects of science communication: narrative and performance. Here is a peek at our agenda.

## Day 1 - Narrative Thursday July 21

### Short Lecture

- Review the workshop plan for the day
- Evidence-based demonstration of need for innovation in science communication

Short Lecture, Small group exercises, Discussion

- What it means to know your audience
- When to use narrative device versus evidence-based explanation

Short Lecture (guest), Small Group exercise, Writing Exercise

- Creating inclusive audience-centric communication
- Overview of narrative tools

Lunch provided

Critique exercise, Short Lecture, Writing Exercises

- Exploring narrative techniques

10-minute break

Short Lecture, Small Group exercise

- The trouble with complexity and uncertainty in science communication
  - Dealing with complexity
  - Dealing with uncertainty

10 min break

Science Communication Guest Panel Discussion, Handling Harassment

Complimentary Happy Hour



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## Day 2 - Performance Friday July 22

### Lecture

- Review the workshop plan for the day
- The intersection of science communication and the performing arts

### Explanations and Group exercises

- Creating confidence and ease for public speaking
- The first impression
- Establishing authentic warmth

### 10-minute break

### Lecture, Writing Exercise, Partner exercise

- Signaling competence
- Fostering trust

### Lunch provided

### Group exercise and critiques

- Improvements

### End