
Communicating your Research to Non-Specialists

Expert trainer-led workshop

Register now



This 1-day workshop first focuses on the importance of science communication and how it can benefit your research career.

We review how to communicate findings in a way that will be of interest to non-specialists as well as writing strategies to improve understanding.

We then discuss platforms for communicating your research to a broader audience, such as social media, and how to harness the power of generative artificial intelligence to make this process more efficient.

Workshop agenda

Date: Friday 4 October 2024

- The importance of communicating science with non-specialists
 - How science communication can benefit researchers
 - What makes a newsworthy story
 - Understanding your audience
- Effective writing strategies
 - Improving logical flow and readability
 - Avoiding common mistakes when describing complex scientific ideas
- Effective science communication
 - Structuring a science story
 - Building your narrative for non-specialists
- Platforms for communicating science
 - Maximizing social media and generative AI
 - Working with press offices and the media

Click to Register

After registering, please wait to hear from your host institution for details on the workshop venue and logistics.

Register early to avoid disappointment!
