Communicating Research to Non-Technical Audiences
Course Agenda

A small amount of individual pre-work is recommended: delegates come prepared with a piece of research they would like to communicate.

Learning Objectives

By the end of the workshop participants will have built knowledge and skills to:
- Understand non-technical audiences and their level of knowledge
- Structure short, written briefs about their science for non-specialists
- Scaffold clear, accessible and engaging explanations of technical work
- Structure and deliver short oral presentations for non-specialist audiences
- Create clear, engaging visual materials (such as slides) for non-specialists
- Communicate effectively with non-technical colleagues in DESNZ and with non-specialist audiences in a range of other contexts

Content

Welcome and warm up
- Introductions and agenda
- Warm up discussion: *What are your objectives for communicating with non-technical audiences?*

Key principles of communicating with non-technical audiences
- Audience - Who are you trying to reach and what challenges do they face when understanding your research?
- Introducing the "inverted triangle" structure for short-form communication
- How to make your communication relevant and interesting to your audience

Short, written communication for non-specialists
- Effective use of language, how to avoid jargon
- Breaking complex concepts down into easy-to-follow, step-by-step explanations
- Exercise: draft a short written briefing about your work
- Pair-work and trainer feedback on writing exercise

Short, oral presentations for non-specialists
- Key differences between written and spoken communication
- How to structure a short talk: the "hourglass" structure
- Writing for the ear: how to communicate clearly using speech alone
- Visual aids: how to create clear, engaging slides
- Exercise: delegates start drafting a three-minute presentation
- Feedback: delegates present the start of their talks for trainer feedback

Wrap up
- Summary of key learning
- Personal action planning