

REACHING DIFFERENT AUDIENCES

Focused workshop
for postdoctoral scholars

Aug. 24, 2018 | 9 a.m.–3 p.m.

Today's researchers are required to communicate to a spectrum of audiences, including journalists, donors and policymakers. Effective communication involves formulating goals, tailoring information to context and medium, and developing the flexibility to adapt and respond to diverse audiences during the give-and-take of communication interactions.

The workshop will feature the following:

1. Introduction to the scholarship on the science of science communication;
2. Opportunity to practice in different scenarios, including data sharing with a colleague in another field, a media interview, and a deliberative citizen forum; and
3. Constructive feedback from experts and colleagues.

This rich professional development encourages reflection on what it means to communicate effectively and it provides useful strategies for successful research communication.



UC San Diego

Register at goo.gl/Xsk4GC