

# Sharing Your Science

**Time:** 3 hrs (includes two 10min breaks)

**Capacity:** 10 to 30 participants

**Audience:** Professors, researchers, and graduate students

**Skills Under Development:** audience engagement, public speaking, knowledge mobilization and translation

The workshop will be divided into the following focus areas:

## 1) Overcoming Your Expert Blind Spot

An expert blind spot is the tendency for experts to forget what it is like to be a non-expert. This makes it more difficult to communicate your work because it is easy to lose sight of the learning process. Searching for your expert blind spot reminds you to communicate your science within a framework of how people learn.

By placing the scientist in the position of the learner, participants will find that we all come into new learning environments with different prior knowledge and preconceptions. Part 1 will provide an effective introduction for identifying appropriate strategies for conveying complex concepts to others.

## 2) Connecting to Your Audience

Connecting to your audience is important and requires far more consideration than a scientist expects. Typically, a scientist prepares a presentation for an audience of fellow scientists or colleagues. Difficulties evolve when these same presentations are then recycled for a general audience, policy makers or funding committees.

Using a concept map, participants will break down their scientific research into relatable elements. They will then determine which audience(s) will best suit each piece. To finish this section, we will discuss the (mis)use of jargon.

## 3) Developing Engagement Strategies

The sharing of information always has an objective. In Science Communication, it could be 'to educate', 'to inform', 'to inspire', etc.. However, underlying any objective is the goal 'to engage'. We want to attract our audience's interest and attention in order for them to get the most out of the knowledge we have to provide.

Participants will view some videos and discuss the engagement strategies used. They may reflect and share some of their own strategies. Finally, improvisation techniques will be used to encourage participants to develop flexible communication skills.