Seminar: Good to Great: The Role of Strategic Communications for More Effective Writing & Presentations

Presenter:
Lisa Palmer, Science Communication Fellow, SESYNC

Time of Event:
Tuesday, June 17, 2014 - 12:00

Location:
National Socio-Environmental Synthesis Center (SESYNC)
1 Park Place, Suite 300
Annapolis, Maryland

In today's complex world, great communication skills are fundamental—yet science communications can sometimes feel like a balancing act. Science, data, and analysis are on one side, and an audience that seeks answers, actions, and entertainment is on the other. How do scientists juggle contradictions? How do they tradeoff between making their research understandable to those working in other fields, the educated public, and policy makers? This seminar will provide practical guidance on analyzing any communications situation, and will also explain the vital role of storytelling in communicating complex science.

Event type:
Seminar

Event Attendance:
Open to the Public

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