

Brookhaven Lab Science Communication Workshop for Summer Interns

Whether you're just beginning your science career as a college student, finishing your Ph.D. thesis, or working as the head of a huge national or university lab, knowing how to communicate what you do to various audiences is vital to becoming (and staying) a successful scientist. Brookhaven Lab's Media & Communication Office will be offering a Science Communication Workshop for summer interns on **Tuesday, July 24**. You'll come away from these sessions with tools to help you describe your research to a wide range of audiences, including funding agencies, reporters, family members, and fellow students.

WHEN: Tuesday, July 24th

Choose your preference for one of two sessions:

10:30 a.m. – 1 p.m. (*concluding* with lunchtime conversations with Brookhaven Lab scientists and communicators)

or

12 p.m. – 2:30 p.m. (*starting* with lunchtime conversations with Brookhaven Lab scientists and communicators)

WHERE: Interdisciplinary Science Building (Bldg. 734) Seminar Room 201 (second floor)

AGENDA

Each session will consist of an overview presentation followed by small-group hands-on workshops. Brookhaven Lab's science communicators will introduce different approaches to communicating scientific material and lead a variety of exercises to help you develop skills useful for engaging an audience and "translating" science into non-technical spoken and written language.

Following the overview, you'll break into small groups facilitated by professional science communicators to brainstorm ways to describe and translate your work. Our goal is to help you write a few sentences that contain an "elevator pitch" about your research and/or some useful metaphors for explaining certain aspects of what you do.

This hands-on training will help you talk about your work during your poster presentation, write social media posts, prepare for media interviews, and help you feel more at ease when describing how you spent your summer at Brookhaven Lab.

Lunchtime conversation

12 - 1 p.m.

Lunch is included for *all attendees*, either following the morning session or immediately preceding the afternoon session. At lunch, Brookhaven Lab scientists and science

communicators will be on hand for casual conversations about science and science communication. Scientists are encouraged to share their experiences and interns can ask questions about communications challenges, strategies, failures, and success stories.

NOTE: Each session is limited to 30 participants, so please [register](#) now. Interested interns should speak with their Brookhaven mentors about taking time to participate.

Registration Deadline: Friday, July 14, 2018

***Optional suggestion:** Prior to the workshop you might want to think about some ways to describe your research to someone who knows nothing about it. Bring your ideas or jotted notes and we'll help you expand on those ideas at the session!*

We look forward to meeting you soon,

Karen McNulty Walsh, Ariana Tantillo, Stephanie Kossman, Ricarda Laasch, Rebecca Wilkin
Media & Communications Office
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