FROM GEEK TO PLAIN SPEAK

Workshop Schedule Updates 10.7.16

Day One: Nov. 3 (Thursday)
9:00 Registration

9:30 Welcome
Join us for coffee and meet other workshop members.

10:00 Keynote: Why Tell Your Science Story?
Guest researchers tell a three-minute science story followed by critiques and pointers from our panel of experts.

11:15 How to Find Science Stories
Martin LeBlanc and Maggie Villiger from THE CONVERSATION show us how they find science stories and how they work with scientists to craft a narrative that is compelling and interesting for a general audience.

12:30 Lunch Break

1:30 Structuring Your Science Story
Select a narrative structure for your story—The ABT method.
Brainstorm the one-sentence “elevator pitch”

3:00 Break

3:30 Pitch Session
Maggie and Martin listen to participants’ first pitches and provide feedback focused on the strengths of participants’ science stories.

5 – 7 PM Sip and Snack
Join us for drinks and appetizers at a local wine bar. Get to know your colleagues and coaches.

Day Two, Nov. 4 (Friday)

9:30 Welcome Back
Join us, again, for coffee and connecting with other workshop attendees

10:00 Presenting Your Story
Talk with an op-ed editor about finding an audience, a hook, and crafting a convincing written message.

11:30 Coaching Session
Meet with coaches to discuss your 3-minute science story.

12:30 Lunch Break

1:30 Group Session
Work in small groups on narrative elements of your three-minute stories, facilitated by your coach.

2:45 Break

3:00 Presentation Tips: Telling Your Story Out Loud
Test out your presentation in small groups.

5:00 End of Day Two

Day Three: Nov. 5 (Sat)

9:30 Welcome Back
Join us for coffee for the last day of the workshop.

10:00 Building Your Leadership Brand
Hear from an expert about the skills required to build a leadership brand around yourself, your mission, and your research.

11:00 Tailoring your message for each audience
Pitch your story to op-ed editors, Huff-Po editors, for school and library talks and to policy makers and funders. Participate in a brainstorming exercise on how to find your audience.

12:30 Working Lunch
Presentation and Q & A - Using Visuals to tell your story
Talk with a designer about the elements of good visual illustrations.

1:30 Break

1:45 Practice Session:
Polish your three-minute story with your coaches and break-out groups
3:00  Coffee House: The Premiere of Your Science Story
Participants present their stories in a low-key, low-stress atmosphere.

5:00  Workshop Ends