Why Science Communication Matters – An Afternoon Workshop on Mar. 1

Clear communication can improve understanding, empathy, and respect for the work that scientists do. The public wants to understand, support, and value advancements in science BUT for this to happen, scientists must first engage the public in their work rather than wait for the public to come to them.

The Why Science Communication Matters workshop will help individuals to reimagine science communication as a proactive rather than reactive effort. Participants will learn to assess their current science communication efforts, build a strategy to reach more people, adapt content using social media and other communication channels, and expand their impact by building an outreach network connected to other programs.

This workshop was developed as collaboration between iUTAH EPSCoR and the University of Utah’s Office of the Vice President for Research to address this topic. iUTAH team members will present their own experiences and connections made while working on a $24MM National Science Foundation water research, education, and outreach project statewide, as well as examples of successful, proactive science communication by other researchers.

Students, faculty, and researchers are invited to attend, and should expect to leave with ideas and resources on how to approach science communications in a way that best supports their professional goals and objectives.

University of Utah campus:
When: Thursday, March 1, 1 – 4 p.m.
Where: Eccles Boardroom (Rm. 1850), Warnock Engineering Building (WEB), 72 S. Central Campus Dr. Salt Lake City, UT

This workshop is offered free of charge. Preregistration is encouraged, as space is limited. Walk-up registration on the day of the workshop is also an option, but we cannot guarantee available space.
To register, go to http://bit.ly/2F1dQv1

Related link: