

# IMPACT!

## *Communicating with non-experts*

The modern scientist needs to be able to communicate with non-experts about his or her scientific work, in order to increase their societal impact. These non-experts may be civilians, farmers, patients, policy makers, journalists or others. A specific message, using understandable language and colourful examples, presents an appealing vision of the future of your research and its meaning to society. This frame of mind even has a positive effect on your cooperation with multidisciplinary colleagues and on writing grants and presenting for funding agency committees. It is therefore the start of the series of training days on acquisition skills.

In this intense, relaxed and practical course day you will practice defining your specific news for a specific target group and embellishing it with strong metaphors and examples. The chief trainer will give an introduction on acquisition, valorisation, knowledge transfer and societal impact. The participants then interview each other and help each other filter out the most important elements. We test the quality of your story using the 6 Cs.

We will put our stories to work with the help of a professional training actor: how do you apply this in the interaction with civilians, project partners, journalists and others? How can you use your pitch in a dialogue with non-experts? How can you deal with critical questions? How do you keep people interested? How do you avoid misinterpretation? You can choose your learning goal and the situation yourself. We record your 10-minute finale with the actor on DVD, and give it to you for self-analysis after the course day.

Hundreds of scientists have attended this successful training. You will experience that such skills increase your impact, while it is fun to do!

### **About ElroyCOM Training**

Chief trainer Dr. E. Cocheret de la Morinière was an assistant professor in Science Communication. He founded ElroyCOM Training in 2005. Today, ElroyCOM Training consists of more than 20 excellent and international trainers and training actors. For more information please refer to [www.elroycom.nl](http://www.elroycom.nl).

# Program IMPACT!

*Communicating with non-experts and journalists*

10.00 – 10.15	Introduction by the chief trainer
10.15 – 10.30	Making acquaintance among non-experts: what do you do?
10.30 – 10.45	Defining your message and goals today
10.45 – 11.00	Working with metaphors and examples
11.00 – 11.15	Coffee / tea break
11.15 – 11.30	Creating a pitch: interviewing each other
11.30 – 12.00	Group exercise: presenting and polishing up your pitch
12.00 – 12.15	Jargon bingo and KISS pitches
12.15 – 12.30	Carrousel exercise: practicing your lip memory
12.30 – 12.45	Dealing with criticism and resistance
12.30 – 13.00	Exercise: networking, convincing, consulting
13.00 – 14.00	Lunch (provided by ElroyCOM)
14.00 – 14.30	The news media: staying in charge
14.30 – 14.45	What if a journalist contacts you?
14.45 – 15.00	Break: refreshing drinks
15.00 – 16.30	The Grand Finale: plenary performances with the actor
16.30 – 17.00	Plenary evaluation and Personal Action Plan