

Communicating Science to Diverse Audiences: Distilling Your Message for the Real World

**Scott Shell (Chemical Engineering, UCSB)
with workshop facilitators from BASF**

**Monday, April 23rd
12:20-1:50pm, Loma Pelona Center 1100
*Pizza lunch provided***



***RSVP required*:**

<https://forms-csep.cnsi.ucsb.edu/forms/PDS/Registration.php>

The ultimate impact of our scientific work, beyond our immediate research environment, is highly influenced by our ability to communicate its findings and significance to non-expert audiences. Both in academia and industry, conveying complex ideas to diverse and often mixed audiences – of scientists, students, administrators, managers, and business teams, for example – is critical to the progress of new discoveries and to organizational productivity. In this interactive workshop co-led by BASF, we will discuss concrete ways to connect with audiences of varied backgrounds and to translate research for them. We will use case studies and video clips to illustrate effective strategies for identifying bridging points, distilling out unnecessary detail, explaining through metaphors, and engaging through emotion. Representatives from BASF will highlight a variety of real-world examples of communication challenges and opportunities from their own experiences in industrial R&D. Participants will also be able to engage in small group exercises, led by the BASF reps, to workshop their own short research pitches tailored to non-expert groups.

This workshop is sponsored by the BASF California Research Alliance (CARA) annual meeting at UCSB

About CARA: CARA – California Research Alliance by BASF brings together researchers from widely varied science and engineering disciplines at many California universities to work shoulder-to-shoulder with their BASF counterparts in order to make new materials with unprecedented precision to bring about a revolution in the functionality and performance of materials as well as develop methods and create influencing tools for tailoring the interaction between chemicals and biological systems. The center operates under a “hub and spokes” model in which the research projects and activities are headquartered and coordinated from UC Berkeley’s College of Chemistry as the hub. Current projects exist with UC Berkeley, UC Santa Barbara, UC Riverside, UC San Diego, UC Davis, Stanford, and Caltech.

Professional Development Series (PDS)
for Postdocs and Graduate Students

