

DATE: Wednesday, October 19, 2016

TIME: 12:30 – 2:20 p.m.

LOCATION: HUB 233A

COMPASS

MESSAGE BOX TRAINING

This COMPASS science communication training will help participants share what they do, what they know - and most importantly, why it matters - in clear, lively terms. Grounded in the latest research on science communication, this training is designed to help participants find the relevance of their science for the audiences they most want to reach — journalists, policymakers, the public, and even other scientists.

Participants will be introduced to The Message Box- COMPASS' most fundamental tool no matter who you are preparing to communicate with. The Message Box is a powerful tool to help distill what you know and why it matters for your particular audience. There will be time for hands on practice with your peers, and an interactive exercise practicing your “elevator pitch” to explain to others what you do in 30 seconds.

