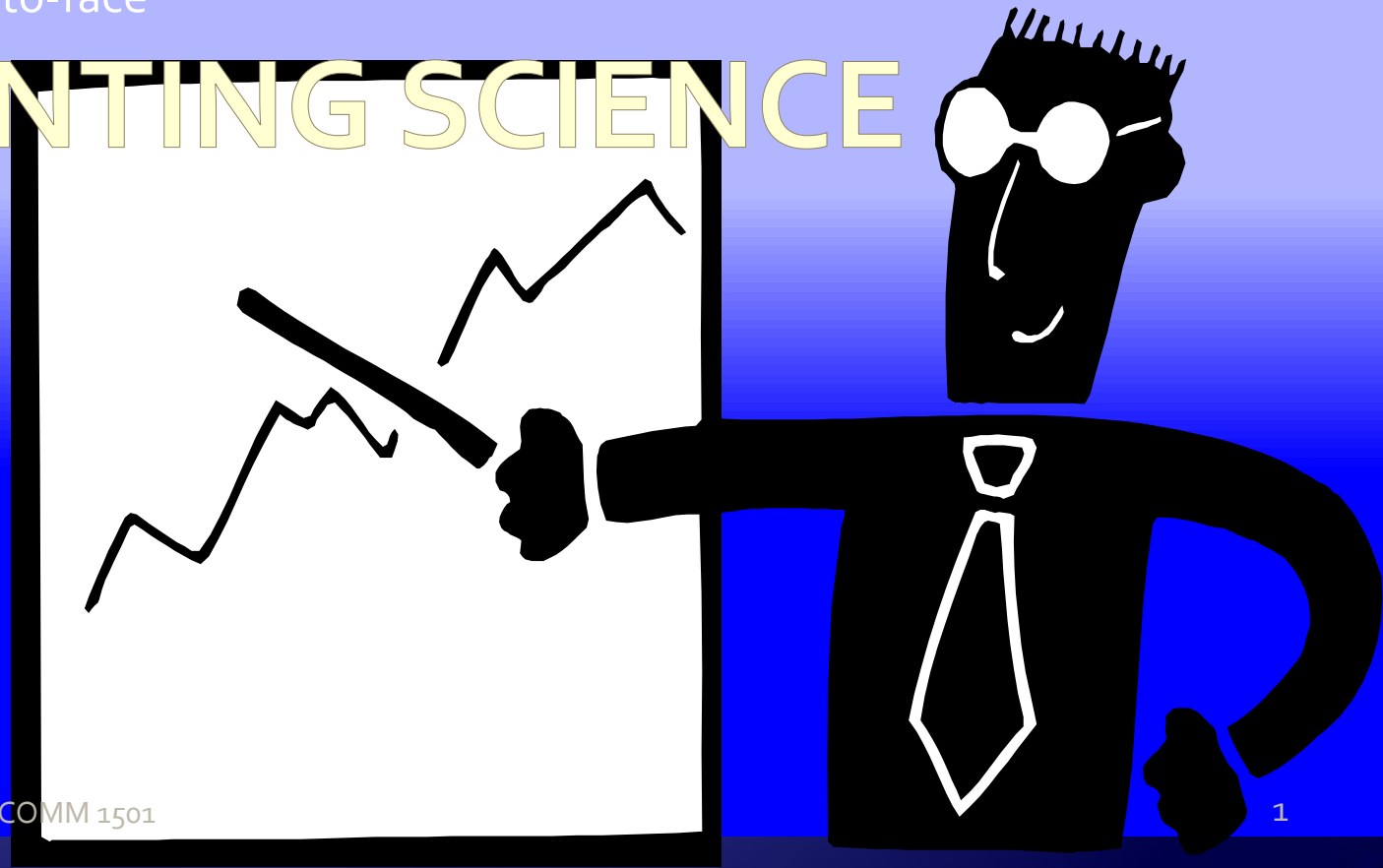


...when you're face-to-face

PRESENTING SCIENCE



Questions we'll answer...

- ◆ What kinds of presentations do science communicators need to be able to make?
- ◆ What makes for a great science presentation?
- ◆ What are the common myths about communicating interpersonally in public?
- ◆ How can you help scientists improve their presentation skills?

The importance of your personal communication skills...

- ◆ “There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it.”
 - ◆ Dale Carnegie

**“Seek first to understand
then to be understood.”**

Public Presentation Skills

Where are they key?

- ◆ Facing the media at a news conference
- ◆ Presenting the annual report to the board
- ◆ Speaking to community groups
- ◆ Acting as master of ceremonies at social functions
- ◆ Moderating panels
- ◆ Conducting workshops for peers or subordinates
- ◆ Pitching to government or private groups for project support

Myths About Interpersonal Communication



- ◆ People pay attention when you speak
- ◆ If you think something is important, others will too.
- ◆ When people nod their heads in agreement, they really understand and agree with you
- ◆ When people say they understand what you have said, they really have.

More myths...

- ◆ Repeating yourself is a good way to ensure that the listener understands.
- ◆ Speaking loudly ensures that the listener has received your message.
- ◆ Using extreme gestures will get your point across better.

Why present science ...

- ◆ “To ensure that science & technology are an integral part of everyday life
- ◆ To produce a science & technology literate workforce
- ◆ To enable citizens to play an informed role in their democracy.”

The principles of poor science presentations...



- ◆ Ignore your audience.
- ◆ Be verbose.
- ◆ Be vague.
- ◆ Use lots of words that only scientists understand.
- ◆ Be pompous.
- ◆ Laugh at you audience's questions.
- ◆ Never evaluate the results of your 'talk.'

Venues for direct presentation...

- ◆ Public lectures
- ◆ Science fairs
- ◆ Professional meetings
- ◆ Invited presentations
 - ◆ To students
 - ◆ Interest groups
 - ◆ Business groups

Bad Presentations

- ◆ How not to use PowerPoint