

You're invited to our workshop:

# Communicating Your Science

April 28, 2016 | 9:30 am– 3:00pm

University of Texas Marine Science  
Institute, Port Aransas, TX

## What?

This interactive training prepares scientists to share what they do, what they know, and why it matters in clear, lively terms. The training will empower you to find the relevance of your science for the audiences you most want to reach – policymakers, journalists, the public, and even other scientists. Participants will build the knowledge, skills, and networks they need to effectively engage in public discourse about the environment. The day will begin with a panel of experts working in the fields of journalism and policy.

## Why?

*Participants in this workshop will learn how to:*

1. Identify key messages arising from your research and professional activities, with an emphasis on explaining “so what?” using the “Message Box”
2. Understand the day-to-day pressures, constraints, and needs of different audiences (e.g., journalists, policymakers), and be able to refine and reframe your messages accordingly
3. Recognize and refine your use of technical jargon
4. Provide support and feedback for peers in order to build a community of practice

Limited Seating. [Register Here!](#)

This training will be led by COMPASS. Read the [COMPASS blog](#) to see what past participants in the Gulf of Mexico say about this training.

**Who should attend?** Scientists and researchers interested in improving their communication skills to engage in public discourse.

**Register online here:** [for this free event.](#)

Lunch will be provided. For questions, please contact Dana Sjostrom at [dana.sjostrom@utexas.edu](mailto:dana.sjostrom@utexas.edu) or 361-749-3154

# COMPASS

COMPASS trainers are pioneers in the practice of science communication, with formal training in the sciences and professional experience in journalism and policy. Since 2000, COMPASS has trained thousands of scientists from a range of career stages in North America and around the world.

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