WORKSHOPS AND SEMINARS

The AAAS Center for Public Engagement with Science & Technology provides quality resources to help scientists develop their public engagement and science communication skills, enabling them to engage in meaningful dialogue with diverse audiences.

aaas.org/pes/communicating-science-workshops

@_SciComm

Center for Public Engagement with Science & Technology

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE
WHAT WE OFFER
The center offers workshops and seminars for scientists and engineers who wish to improve their communications skills and confidence for effectively engaging with the public. Through discussion, self-reflection, small-group work and practice sessions, our programs focus on the importance of effective, two-way communication.

PROGRAM EVALUATION
The center works closely with social scientists researching science communication and public engagement with science, and uses their findings to inform the program.

Evaluation has shown an increase in workshop participants’ confidence in their ability to distill complex messages, be concise and jargon-free, and frame messages for their desired audiences.

ABOUT THE CENTER
The AAAS Center for Public Engagement with Science & Technology was founded in 2004 by AAAS CEO Emeritus Alan I. Leshner to increase awareness of science and the scientific process and expand public input into scientific research and policy agendas by encouraging dialogue between policymakers, the public and the scientific community.

WORKSHOP AND SEMINAR MODULES
Each program below can be offered in either a workshop (three-hour) or seminar (60-minute) format.

The flagship Science Communication and Public Engagement Fundamentals module focuses on the core components of successful public engagement. Participants are introduced to the AAAS public engagement framework, a guide they can apply to all kinds of interactions. Participants learn how to identify a public engagement goal, determine the relevant audience, craft tailored messages to achieve their goal and rehearse their engagement scenario.

The Engaging the Public with Social Media module covers the latest research on use of social media, including why and how scientists can use it to engage, an introduction to using Twitter, and best practices for engaging in online conversations and using social media metrics. Participants identify their goal and audience, and develop sample tweets.

The Engaging Policymakers module provides an overview of the science policy landscape and the role of science and scientists in the policy process. This workshop introduces basic best practices for engaging in dialogue with this target audience at a local, state or national level. Participants identify individual communication goals and develop short messages that will resonate with policy audiences.

For more information, please visit aaas.org/pes/communicating-science-workshops