

# COMMUNICATING SCIENCE EFFECTIVELY

## Tools and strategies to communicate to different audiences in professional and public contexts

### THE TRAINING

Effective communication allows the concepts that we want to share to come alive in the minds of other people, it is an opportunity to exchange ideas, to access new information, to encourage development and innovation.

With this perspective the training provides PhD students with the basic knowledge on how to effectively communicate scientific and technical information to different audiences, during professional or public interactions. It delves into the selection of the suitable language and into the choice of appropriate contents and messages in various contexts and situations.

The students will experiment how communication can be useful to convey the details and the impact of their work and to endorse all kinds of research projects, not only those with most direct impact on daily life but also those that can appear abstract.

### THE PROGRAM

The learning program includes simulations and exercises in the classroom and direct involvement of the participants. The students will practice changing their communicative approach and using a diverse range of media.

#### Main topics

- The communication process
- Science storytelling
- Appropriate content selection
- Effective messages
- Written communication
- Visual communication
- Public speaking
- Communicating what is invisible
- Knowledge sharing in professional and public contexts
- Grant proposals
- Posters and Power Point presentations
- Articles and interviews

#### Schedule

- Wednesday  
16:00 – 18:00
- October  
10 - 17 - 24 - 31
- November  
7 - 14 - 21 - 28
- December  
5 - 12

The training will be reserved to the PhD students belonging to the PhD Courses in Clinical and Experimental Oncology and Immunology, Pharmacological Sciences and Molecular Medicine. In order to guarantee the quality of the learning program only 20 PhD students will be admitted. Priority will be given to third and second year students, in this order. The location will be announced once the total enrolment number will be defined.