



AIBS Communications Training Boot Camp for Scientists
1201 New York Avenue NW, Suite 400
Washington, DC
October 9-10, 2017

Day 1 – October 9, 2017

- 8:15 Registration starts, continental breakfast
- 9:00 Welcome, introductions, and objectives
- 9:15 Communicating Science 101
Skills and techniques for effective communication
- 10:00 Break
- 10:15 Exercise: Crafting your story
- 11:00 Group Exercise: Sharing your story
- 11:50 Lunch (provided)
- 12:50 Media 101: How the media works and how to work with it
Opportunities to effectively convey your message through the media
- 1:40 Activity: Developing and delivering your story
- 2:20 Break
- 2:35 Activity: Mock podcast interviews
- 4:00 Panel presentation and discussion with science communications professionals
- 5:00 Reception (optional)
- 6:30 End of day 1

Day 2 – October 10, 2017

- 8:15 Continental breakfast
- 9:00 Science Policy: What is it and how does it work?
What is the difference between science in policy and science policy? What are the entities that make these decisions, how do they do it, and what are the factors that shape the nation's science policy?
- 9:45 Break
- 10:00 Engaging in Science Policy
Who are the individuals and organizations that shape science policy? How do you become one, or influence one?
- 10:45 Group discussion
- 11:05 Activity: Developing your decision-maker relevant message
- 12:00 Lunch (provided)
- 1:00 Activity: Mock meetings with policymakers
- 2:30 Break
- 2:45 Panel discussion with policy professionals from Congress, Federal agencies, NGOs, and scientific societies
- 4:00 Synthesis
- 4:30 Adjourn