



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
- 10:15 Break
- 10:30 Exercise: Crafting your story
- 11:00 Group Exercise: Sharing your story
- 12:00 Lunch (provided)
- 1:00 Media 101: How the media works and how to work with it
Examination of the drivers and constraints of different news delivery channels
- 1:50 Activity: Developing and delivering your story
- 2:20 Break
- 2:35 Activity: Mock interviews
- 3:55 Panel presentation and discussion with science communications professionals
- 5:00 Reception (optional)
- 6:30 End of day 1

Day 2 – October 10, 2017

- 8:00 Continental breakfast
- 8:45 Science Policy: What is it and how does it work?
A presentation and discussion about the factors that shape the nation's science policy, with a particular focus on the processes and issues that influence funding, the regulation of science, and the use of scientific knowledge by decision-makers.
- 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?
- 11:00 Group discussion
- 11:45 Lunch (provided)
- 12:45 Activity: Developing your decision-maker relevant message
- 1:15 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