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