



COMMUNICATION: FIND YOUR MESSAGE



Science communication lecture

All effective communication, written or spoken, should start by an understanding of the message. This is what your public will retain when they have forgotten everything else. To refine your message, you must integrate both your communication objectives and the expectations of your audience. Indeed, there is not just one message, but rather several messages that you must construct depending on the different people in front of you. The objective of this lecture is to familiarise yourself with a tool that will help you to define impactful messages. And then, to be able to put it into practise when communicating.



Objectives

Determine the communication objective
How to construct a message

Training duration

1 h

Number of participants

Up to 200 people

Audience

R&D Teams: scientists, engineers, technicians...

Educational resources

Theoretical background, exercises, training course manual in PDF format

Evaluation procedures

Questionnaire at the end of training

Prerequisites

None



Program

Determine the communication objective
What is the role of the message?
How to overcome communication filters

How to construct a message

Developing a message
How to approach a public with varied expectations