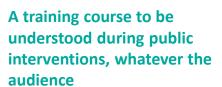


# POPULARISE AT THE RIGHT LEVEL





You are an expert in your field and you wish to convey your knowledge to a lay audience. How can complex notions be made simple?

During this training session, you will apply the popularization tools to your own subject. And you will subsequently find numerous new ideas to use on a day-to-day basis.



## **Objectives**

Make yours the rules of science popularization
Structure your speech
Raise and maintain the audience's interest
Build a targeted message
Use attractive presentation materials

# **Training duration**

2 days

# **Number of participants**

Up to 6

### **Audience**

Technical or scientific experts, engineers, teachers, researchers

### **Educational resources**

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

## **Evaluation procedures**

Questionnaire at the beginning and at the end of training (self-evaluation)

## **Prerequisites**

None



### **Program**

### Make yours the rules of popularization

Minimize the use of scientific jargon Place your work in context Use data that speak for itself Use concrete examples Define the main notions

### Structure your speech

Understand your audience's expectations Refine your subject Build a dynamic plan

### Raise and maintain the audience's interest

Take advantage of your creativity Create a connection between your discipline and your audience

Handle analogies, metaphors, formulas, humour, anecdotes Refine your introduction and your conclusion

### Build a targeted message

Talk to an audience of students

Talk to decision makers: marketing managers, commercial directors, financial backers...

Communicate with the final client: users

### Use attractive materials

Use drawings, charts, pictures, videos Bring samples Clarify your PowerPoint slides

