



POPULARISE AT THE RIGHT LEVEL

A training course to be understood during public interventions, whatever the audience

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