Tips for Talking about Science

Be clear
Relate to your audience
Make eye contact
Be conversational
Be memorable
Tell good stories
Be a guide
Be personal (not too personal)
Be passionate
Questions to Consider when Talking about Science to the Public

• Who is my audience?

• Why is the issue important to the public and to my audience?

• Why am I interested in this topic?

• What are the key messages (3 or less!) that I want my audience to take away from what I say?
STS.034 Science Communication: A Practical Guide
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