



Ninja Science Messenger

Typical Agenda for One-Day Workshop

A one-day Ninja Science Messenger workshop equips attendees with the fundamental skills needed to plan, create, and construct effective communications efforts. The morning sessions convey how to plan and create convincing messages, while the afternoon sessions explain how to construct potent, convincing communications for delivery through various communications platforms—such as presentations, videos, and online blogs.

7:30 a.m. **Registration**

8:00—8:20 **The Power of Communications**

An upbeat glimpse into the essential role that effective communications play in securing success, and why overcoming our habitual approach to communicating requires conscious effort.

8:20—8:45 **The Workshop “Morning Show”**

A lighthearted demonstration of the challenges inherent in communicating purposefully.

8:45—9:30 **How Sweet It Is (Getting started with Twitter)) *laptop/tablet required***

A fun, uncomplicated, hands-on introduction to one of the most popular and pervasive social media platforms, and how to use it to stimulate interest in science and promote research results.

9:30—10:30 **Creating & Distilling Your Message**

A practical, entertaining, step-by-step guide to developing messages intended to influence thinking, alter attitudes, sway decisions, and affect behaviors, using worksheets developed exclusively for this workshop, and based on the same proven strategies and techniques that professional communicators routinely employ. Part one addresses planning the message including: defining a specific audience, assessing audience disposition, framing, setting the communications objective, defining talking points, and substantiating assertions.

10:30—10:45 **Break**



10:45—noon **Creating & Distilling Your Message (continued)**

Part two of this session addresses crafting the message including: translating the plan into an enduring, actionable narrative, developing discourse strategies, focusing the message, making the message memorable, and techniques for staying on message. Highly interactive, this session includes numerous real-world examples of these techniques in action.

12:00—1:00 **Working Lunch**

During lunch, participants gain practical experience in communications planning and message development by using provided worksheets to craft communications efforts that promote their science at a fictional public event. This first working session focuses on articulating their communications plans and creating their messages.

1:00—2:00 **A Hitchhiker's Guide to Public Presentations**

A comprehensive crash course in how to use the communications techniques the pros use to transform humdrum, ineffective, feckless “talk and slides” presentations into memorable, persuasive communications powerhouses. Topics addressed include how to start a presentation, the four questions every audience has, keeping the audience interested, calling the audience to action, making visuals enhance rather than detract from presentations, the secret to creating charts and graphs that inform and engage, and two tips that can immediately improve presenter effectiveness.

2:00—3:00 **Working with Messages (Working Session)**

A second working session that enables participants to further develop their communications skills using a more in-depth worksheet focused on enhancing messages by fashioning leads, articulating set-ups, shaping sound bites, imagining visuals, defining a call to action, and more.

3:00—3:15 **Break**

3:15—4:45 **Anatomy of a Science Video *laptop/tablet/cellphone required (must be capable of video recording)***

A richly participatory session that teaches attendees the basics of constructing, delivering and capturing their messages using video, and then gets them on their feet—and on camera—to put what they've just learned into action. Participants have the opportunity to record and download to computer short videos of themselves delivering their messages on camera.



4:45—5:30 **I Am New Media (And So Can You!)** (Chris Mooney) ***laptop/tablet required***

A user-friendly, step-by-step primer that walks attendees through the craft and art of translating messages into online blogs, and then once posted how to generate interest in, and traffic for, their online articles.

5:30—5:45 **The Workshop “Morning Show”—Revisited** (Chris Mooney and special guests)

A morning session redux that illustrates the advances attendees have made in becoming more effective science messengers.

5:45—6:00 **Complete Evaluation Forms**