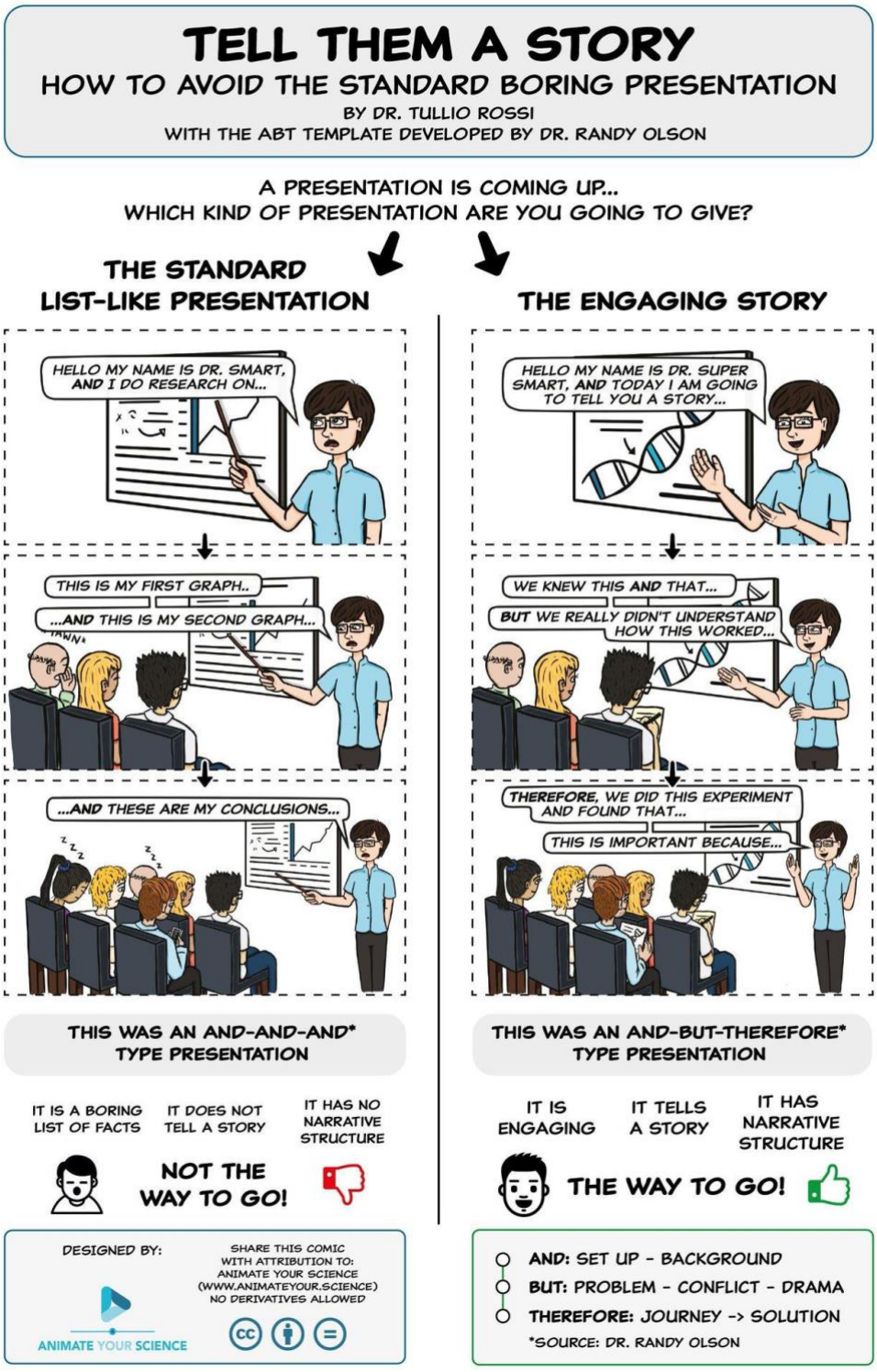
SNOLAB Communicating your science resources

Preparation	Take enough time to prepare properly (your message and visuals). Think about your audience and what they want out of the talk, and then design your talk with them in mind (do not endlessly recycle the same talk). Practice to make sure your talk fits the amount of time you have.
Consider	What is your message? This is the key takeaway your audience leaves with - sometimes it means paring down other content so the message stands out. Who are you talking to? You want to engage your audience, so you need to know something about them: what are they interested in, what matters to them, why do they care about what you have to say? When are you speaking? Think about the context you are speaking within - don't spend a ton of time on it but be aware of relevant events/papers that affect how your content might be received. Where are you speaking? It helps to be familiar with the space and the setup/tech you're working with. Does the lighting wash out your slides? Is there background noise? Do you have a podium for notes? Knowing all of this in advance helps make you more comfortable in the moment. How are you sharing your info? Your approach will be different for a conference poster session vs. a class you TA vs. a public event for science enthusiasts. Are you using slides? Drawing on a whiteboard? Giving an Uber-pitch at a networking event? Why are you speaking? You have something unique to say that your audience couldn't get just from reading your poster or paper. You should be the focus of your talk, and visuals should support you rather than compete. The audience wants to hear what you have to say and wants you to succeed.
And… but… therefore	You can still tell a story when talking about your science! The convention with academic papers is to make them impersonal and 'remove' the scientist - you don't need to carry this over into talking about your work (unless you have specific instructions to present that way). Humans are naturally interested by stories, and it's one of the best ways to engage people and get them invested in your science quickly. Tell your science story, including new challenges or unexpected results you encountered along the way.
Book resource	Houston, We Have a Narrative: Why Science Needs Story by Randy Olson


TELL THEM A STORY
HOW TO AVOID THE STANDARD BORING PRESENTATION
BY DR. TULLIO ROSSI
WITH THE ABT TEMPLATE DEVELOPED BY DR. RANDY OLSON
A PRESENTATION IS COMING UP..
WHICH KIND OF PRESENTATION ARE YOU GOING TO GIVE?
THE STANDARD LIST-LIKE PRESENTATION
THE ENGAGING STORY
HELLO MY NAME IS DR. SMART, AND I DO RESEARCH ON...
THIS IS MY FIRST GRAPH..
...AND THIS IS MY SECOND GRAPH...
...AND THESE ARE MY CONCLUSIONS...
HELLO MY NAME IS DR. SUPER SMART, AND TODAY I AM GOING TO TELL YOU A STORY...
WE KNEW THIS AND THAT...
BUT WE REALLY DIDN'T UNDERSTAND HOW THIS WORKED...
THEREFORE, WE DID THIS EXPERIMENT AND FOUND THAT...
THIS IS IMPORTANT BECAUSE...
THIS WAS AN AND-AND-AND* TYPE PRESENTATION
IT IS A BORING LIST OF FACTS
IT DOES NOT TELL A STORY
IT HAS NO NARRATIVE STRUCTURE
NOT THE WAY TO GO!
THIS WAS AN AND-BUT-THEREFORE* TYPE PRESENTATION
IT IS ENGAGING
IT TELLS A STORY
IT HAS NARRATIVE STRUCTURE
THE WAY TO GO!
DESIGNED BY:
ANIMATE YOUR SCIENCE
SHARE THIS COMIC WITH ATTRIBUTION TO: ANIMATE YOUR SCIENCE (WWW.ANIMATEYOUR.SCIENCE) NO DERIVATIVES ALLOWED
AND: SET UP - BACKGROUND
BUT: PROBLEM - CONFLICT - DRAMA
THEREFORE: JOURNEY -> SOLUTION
*SOURCE: DR. RANDY OLSON

SNOLAB Communicating your science resources

CUPC 2022: Communicating your science workshop resources continued …	
Content	Keep it simple! Both language and visuals are more immediately understood if they are simple. Tailor your content to your audience. If you're talking to academic peers you can use more jargon and graphs/images specific to your field. If not, you will need to tweak the way you talk about things: simpler language and more time explaining scientific concepts. Can you simplify any visuals so that the concept comes across, but details that might confuse non-experts are removed?
Some resources for swapping simple language for scientific jargon:	
Simple Writer from XKCD	https://xkcd.com/simplewriter/
Hemmingway editor	http://www.hemingwayapp.com
Plain language from Cdn. government	https://www.btb.termiumplus.gc.ca/tcdnstyl-chap?%20lang=eng&lettr=chapsect13&info0=13
Slide design	**White space is your friend.** Packing more information onto slides or posters doesn't increase impact, it makes things harder to see and understand and can overload your audience with too many ideas at once. White space makes it easy for the audience to know what to focus on. **One idea per slide!** Total number of slides doesn't matter, as long as you explain them and your presentation flows. **Pick a font.** Stick with one font to keep the slides cohesive. Use size and other text effects sparingly for impact. Keep the colour simple, and make sure it is readable against your background (remember, screens will always be brighter than a projection). **Focus on visuals rather than words.** Images are engaging and impactful. Use them to support what you are saying, rather than having competing text on your slides. **But conference proceedings are published…** In some cases, academic conventions mean you need to include text on your slides for archiving later. In

	these scenarios, ask if you can submit a separate presentation/document with the necessary text so you can still use an image-focused presentation for your talk.
Visuals	**Aim for visuals.** Visuals are interesting and people are great at immediately gaining information from images. **Explain graphs and charts.** Don't assume your audience can understand graphs just from looking at them. Explain the what different parts of it show, and then explain what the data it shows is saying. **Be cautious of colour.** Colour is fun but can be distracting. Be aware of how many colours you are introducing with text and graphs/charts, especially if you are working with a branded slide template… **Avoid themed/branded slide decks.** Simpler is better. Themed design elements just add non-essential visual distraction. If your institution or collaboration requires a branded slide deck, use the simplest version available. **Free stock photos** (don't use the first image on the first page - everyone uses that one!): https://pixabay.com **Free icons:** https://thenounproject.com
Accessibility	**Use a mic.** Whenever one is available, use a mic. Even if you project well and aren't in a huge room. It makes your talk more accessible to anyone with hearing impairments, and it saves you from straining your voice. **Use AT LEAST 24 pt font.** Help people read your slides by making the text bigger. This is also a good way to cut down on text - if you're tempted to make the text smaller to fit it, there's too much text! **Don't rely on colour to interpret graphs.** Graphs and charts can be a nightmare for people who are colour blind (green/red is especially bad). Don't rely only on colour - use symbols for different data sets, and make sure to also explain graphs well. **Explain images.** Images should support your talk, and it's important to still explain them so the audience understands the significance, given that you could have visually impaired audience members. Caption yourself! Google Slides has a handy tool that lets you add captions to your presentation in real-time, making your presentation accessible to those with hearing impairment. It's also helpful with the international nature of physics, because you will often have non-native English speakers in the audience who could miss words with due to pacing/accent. https://support.google.com/docs/answer/9109474?hl=en