

TALENT Communication Skills Training Day

Place: CERN

Time: June 10th 2013

Introduction

Science is about conducting research and communicating your results. Efficient communication skills are as important as excellent research skills. A scientist must master communication skills both on paper and in person. As a researcher, you usually have three main categories of audience. The first one consists of other researchers and the second one of funding agencies and other external evaluators. Finally, you must to know how to communicate with media and general public who know nothing or little about your topic, field, or science in general.

TALENT Communication Skills Training Day will develop your communication skills and prepare you for encounters with media and general public. You will learn techniques to get your message through and practice them in hands-on exercises with your team.

The aims of the day

To acquire and develop speaking and presentation skills

To develop confidence in public speaking

To develop strategies to address general public and media

The content of the day

Presenting yourself and your research

Dealing with media

Addressing general public in multiple ways

Developing of a personal style which is natural, persuasive and professional

Practical exercises