

Wednesday 25th January, 2017

Summary: CICASP Seminar 47

Outreach & Education: Know your audience!

This week, six different presenters, representing their pair, gave a talk directed to a specific type of target audience. While listening to each presentation, the class pretended that they were the appropriate audience-type (children, adult members of the public, or scientists). Some speakers used PowerPoint slides, some used audio and video, and others modelled pitch differences with their own voice. Afterwards, each pair picked a new target audience to tackle next, by selecting at random from a hat.

Preparation for Next Week

Each pair of students will meet during the week to share their ideas and thoughts on how to best present the information in the article to their target audience for their presentation. Presentations will be 5-10 min. It is okay to use props and/or PowerPoint slides, if you wish. See the next page for a reminder of which pair is presenting to which audience-type.

IMPORTANT: If you were unable, or did not, attend CICASP Seminar 47, please come to seminar 48 so that you can also benefit from this theme. Feel free to ask other students for more details, but we will make sure that you have a chance to participate.

Wednesday 1st February, 2017

Outline: CICASP Seminar 48

Outreach & Education: Know your audience!

At this seminar, one member of each pair (who has not already presented) will give a talk, on the topic of voice pitch and elections, tailored to their respective audience: children, general public or scientists. At this point, we will have heard a variety of different presentations directed at each audience-type. We will then have a feedback discussion, highlighting which general aspects (e.g. use of video) worked particularly well for approaching certain types of audience.

Science outreach is the term used to describe promoting public awareness and understanding of science. This block is focused on helping you matching your method of communication and content to your specific target audience.

| Pair | Target Audience |
|----------------------|-----------------|
| Nelson and Himani | scientists |
| Shintaro and Duncan | scientists |
| Liesbeth and Valéria | scientists |
| Josue and Jie | children |
| Cecile and Makiko | children |
| Morgane and Halmi | public |
| Zhihong and Yuri | public |
