

Wednesday 1st February, 2017

Summary: CICASP Seminar 48

Outreach & Education: Know your audience!

This week, we listened to eight student presenters: Nelson, Gao, Halmi, Shintaro, Makiko, Xu, Valeria and Yuri. The presentations were all on the same topic, but were aimed at different types of audience: (children, adult members of the public, or scientists). While listening to each presentation, the class pretended that they were the audience to which it was directed. The speakers used a variety of methods appropriate to their audience-type, for example data slides to scientists, videos and engaging activities for the public and children. Afterwards, we discussed which modes of delivery worked best for which audiences. See the next page for some tips.

Science outreach is the term used to describe promoting public awareness and understanding of science. This is referred to as public engagement in the UK. This block was focused on helping you match your method of communication and content to your specific target audience.

Wednesday 15th February, 2017

Outline: CICASP Seminar 49

PWS Symposium Practice Talks

The next block of CICASP Seminars will give you the opportunity to practise your talk for the upcoming 7th International Symposium on Primatology and Wildlife Science (2nd-4th March). We want to give you a chance to present to a small, friendly, helpful audience, before presenting at the conference. We plan to cover this theme on 15th and 22nd Feb and on 1st March.

These will be practice sessions to give you feedback for possible improvement. For this reason, your talks do not have to be completely finished/polished for you to present. Last year, we held a series of CICASP Seminars for this purpose, and they proved popular, useful, and enjoyable. At the practise presentation seminars, not only other students, but also CICASP faculty will be on hand to give helpful feedback, comments and pointers. Members of the audience at these seminars will benefit from both giving and hearing feedback.

IMPORTANT: Make sure to sign up in advance, because we can only hold about three practice presentations each week, and we only have a maximum of three sessions.

Please note that if you have previously given the same talk elsewhere, but would like some specific feedback for presenting at PWS, then you are welcome to do so.

audience

some tips...

children

keep it simple; think back to which words you could understand when you were their age

use engaging activities; get them involved

use humour; make them laugh

use lots of pictures and video/audio; or a live demonstration (for kids, seeing is believing)

you may need to set things up in advance/talk to teacher, caregiver(s) or organiser(s); for example, to check what is appropriate, or to sort out the equipment you will need

in remote areas, consider alternatives to audio-visual aids, e.g. get parents involved/ask for their help

start off in a very general/broad way

public

as above, and additionally:

use images of well-known people/places/sports teams, etc. (it helps if people recognise someone/something)

relate examples to everyday life/things they consider relevant to them

present one key idea (not so much detail as in a scientific conference presentation)

scientists

systematically organised presentation, starting with hypothesis/hypotheses

clear data slides

have a clear 'take-home message' (although not labelled as such)
