

# COMMUNICATION INSPIRATION PASSION

Learn how to communicate with confidence and take your place in public life, with inspiring scientist and TV presenter Dr Maggie Aderin-Pocock MBE



## PUBLIC SPEAKING AND COMMUNICATING YOUR RESEARCH

### MASTERCLASS FOR WOMEN IN SCIENCE with BBC Sky at Night's Dr Maggie Aderin-Pocock MBE

*This is a typical course, but we can tailor what we offer to fit the requirements of different groups.*

*"The presentation by Maggie was truly inspirational and informative. Her outstanding public speaking masterclass helps to raise the profile of women in science".*

*Professor Pratibha L. Gai,  
University of York*

Join physicist, engineer, and television scientist Maggie Aderin-Pocock on this one day practical course to learn how to communicate your research effectively with clarity and passion. Delegates will be shown how to analyse and prepare their work for communication to different audiences; learn techniques for communicating their research in person, and maximising its impact; and practice doing all this on camera. The aim is to inspire women in science to communicate their work, whether marketing themselves, pitching for funding, or engaging with the public.

*"I want to show how to transfer your passion and knowledge to others and get yourself and your work out there. How can we have a knowledge-based economy if vast numbers of people are not being heard or seen in public life?"*

Maggie who is the new presenter of the iconic BBC astronomy series "The Sky at Night" will be training delegates alongside award-winning science TV producers and presentation trainers, Screenhouse. Through the day delegates will have the chance to develop their own communication skills through 4 practical exercises, 3 of them on camera.

Ahead of the day, each delegate should think about a professional or expert topic they could talk about for 90 seconds.

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<b>WHEN</b>	9am (registration), course 9:30am to 5pm
<b>WHERE</b>	See web site <a href="http://www.screenhouse.co.uk/inspiration">www.screenhouse.co.uk/inspiration</a> for details
<b>INCLUDES</b>	One-to-one training in public speaking with Dr Aderin-Pocock MBE, working on camera with the Screenhouse team, lunch and refreshments
<b>COST</b>	See web site for costs of specific courses
<b>CONTACT</b>	<a href="mailto:cleo.howard@screenhouse.co.uk">cleo.howard@screenhouse.co.uk</a> / 0113 225 1218 / <a href="http://www.screenhouse.co.uk">www.screenhouse.co.uk</a>

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# **PUBLIC SPEAKING AND COMMUNICATING YOUR RESEARCH: MASTERCLASS FOR WOMEN IN SCIENCE**

**with BBC Sky at Night's Dr Maggie Aderin-Pocock MBE**

## **TYPICAL COURSE OUTLINE**

<i>0900</i>	<b>Coffee and registration</b>
<i>0930</i>	<b>Dr Maggie Aderin-Pocock MBE</b> <b>The story of a media opportunist: a personal account</b> Maggie tells the story of her journey from difficult beginnings to becoming a space scientist, and now an in-demand media performer – and the advantages and pitfalls of being in the public eye.
	<b>Telling science stories simply</b> What a story is, why the media tell stories the way they do. How to simplify without dumbing down. With award-winning science producer and author Paul Bader.
	<b>Workshop: Your Story</b> Delegates work with Maggie and trainers to turn their own science stories into a headline and short paragraph that gets attention, and tells the whole story, whether marketing your project at work, for a public talk, or for media interviews.
	<b>Lunch (included)</b>
	<b>Workshop: confident performance</b> Work with ex BBC voice coach Victoria Pritchard, and practice techniques for using the voice better, engaging with an audience, and overcoming nerves.
	<b>Workshop: on-camera presentation x3</b> Break-out sessions. Delegates practice presenting the stories they worked on in the morning, to a small group. This is recorded on camera and played back. Every delegate performs three times, with feedback and learning points each time, and each group performs with Maggie.
<i>1700</i>	<b>Q+A with Maggie. Concludes</b>

This outline is an example. We will work with you, and adjust timings and content to reflect the requirements of your organisation.