



‘10 Essential Tips for Talking About Your Science’

Florentine Krawatzek, Helmholtz-Zentrum Berlin
Silvana Westbury, Lightsources.org



Spotlight on Science Communication

A stage spotlight is positioned in the upper right corner, casting a bright, circular beam of light onto a large, billowing cloud of white smoke that fills the center of the frame. The background is a deep, dark blue-black. In the bottom right corner, there are several parallel, diagonal lines in a golden-yellow color, extending from the edge towards the center.

During SRI2024, Lightsources.org ran a 1 hour interactive workshop to inspire young scientists to develop their science communication skills



Cindy Lee
Advanced Light Source
Berkeley Lab



Silvana Westbury
Lightsources.org



Florentine Krawatzek
BESSY II
Helmholtz-Zentrum Berlin



Isabelle Boscaro - Clarke
Diamond Light Source



Miriam Arrell
Swiss Light Source / SwissFEL
Paul Scherrer Institute



Andrea Taylor
Advanced Light Source
Synchrotron Radiation News

What do we mean by science communication?

Audience: technical experts

Audience: broader audience

Not everyone feels comfortable with all these types

Blogs, podcasts, cartoons

Articles, posters, grants

Practice helps!





Divide into pairs

Film your partner talking about his/her science

Swap over



1 minute each

Frame your science as a story

Get to know your audience

Convey your enthusiasm

Minimise technical words

Analogies can help

A wiggler?



Practice and
record
yourself

Slow down

What do you
think?

Sign up for Sci
Comms
training

Use visual
aids





Get back together

Choose your audience

Remember our top tips!



1 minute each

Take aways for you as trainers

- Be brave – A well planned interactive session with plenty of expert support in the room can result in a memorable 1 hour experience
- Working in pairs resulted in participants sharing experiences and supporting each other during the interactive tasks
- Consider neurodiverse colleagues – eg tip on looking at your interviewers' forehead if eye contact is off-putting for you
- Turning Top Tips into a useful give away encourages participants to continue to develop their science communication skills in the future

Thank you very much for your attention
and looking forward to your questions

