

Abstract Submitted
for the APR15 Meeting of
The American Physical Society

Science: Becoming the Messenger Communications Workshop —

This two-part workshop is designed to help you better communicate your science to both your colleagues and your friends outside of science.

Masterful Messaging: A deep dive into creating messages that influence thinking, alter attitudes, sway decisions, and affect behaviors using the discipline that pros use to make communications rock. Learn the tricks, techniques, and science that ignite communications and enable you to take audiences where you want them to go, including how effective communications are like a GPS, why the very thing that enables us to communicate in the first place causes so many communication problems, how the best messages are like well-composed photographs, how what you know “curses” communications, and much more.

PowerPoint Alchemy: A crash course in how to transform leaden talk and slides presentations into communications gold that Ninja workshop alumni frequently proclaim to be the ‘single most useful workshop session’ theyve ever attended. Discover how to: hook the audience at the outset; answer four questions every audience has; keep the audience interested and engaged; call the audience to action; incorporate slides that enhance presentations (not derail them!); create effective charts and graphs; and two “secrets” that immediately improve presenter effectiveness.

APS Abstracts

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