**Draft Agenda**

**Communicating Science: Tools for Scientists and Engineers**

*A communications skill-building workshop brought to you by NSF*

***DAY ONE***

8:00 a.m. Breakfast and registration

8:30-8:40 Opening remarks

Dan Agan, Workshop Facilitator

8:40-9:00 **Scientists are from Mars - Journalists are from Venus** by Chris Mooney

Chris will conduct short improvisational interviews of 3 scientists selected from the audience. This will be done in a fun way to set the tone for the day.

9:00-10:00 Panel discussion with Q & A, **“What they hear is what you get”**

The panel will consist of a local legislative representative, a print journalist, a broadcast journalist and a new media expert.

10:00 - 10:15 Break

10:15-12:30 **Creating & Distilling your message**

12:30 – 1:30 Lunch for PI’s

12:30 – 3:00 Lunch for PIO’s and PIO Breakout Session with Dana Topousis

1:30 – 3:00 Concurrent Breakout Sessions #1

1. Writing for the Public (blogs, websites, op-ed, NSF Highlights, etc.)
2. Media Boot Camp (tell your story in video, audio, etc.)
3. A Hitchhiker’s Guide to Public Presentations

3:00 – 3:15 Break

3:15 – 4:45 Concurrent Breakout Sessions #2

1. Writing for the Public (blogs, websites, op-ed, NSF Highlights, etc.)
2. Media Boot Camp (tell your story in video, audio, etc.)
3. A Hitchhiker’s Guide to Public Presentations

4:45 – 5:15 Ask the Experts (open forum Q & A)

5:15 – 5:30 **Science is the New Sexy**

Chris Mooney will again conduct short improvisational interviews of the same 3 scientists that were interviewed at the beginning of the day.

***DAY TWO***

8:00 a.m. Breakfast and registration

8:30 – 1:00 p.m. Day Two of the workshop will delve deeper into the art and science of communicating more effectively by providing ***a select group of pre-registered participants*** with a more personalized training experience.  Conducted in a more intimate setting, Day Two will include one-on-one counseling on message development; direct interaction with workshop leaders and colleague participants on communications strategies, techniques and effectiveness; and the videotaping of each participant in a structured, “real-world” simulation to facilitate individual analysis, feedback, and assessment with an eye towards identifying participants’ communications strengths and areas for improvement.

There will be a break mid-way through the session