



Your expert  
in science & communication

Science to the Point  
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Science to the Point

## WORKSHOP: HOW TO EFFECTIVELY COMMUNICATE WITH NON-SPECIALISTS

A highly interactive workshop during which you will learn how to translate the specific language of your narrow scientific or medical specialty into messages that are comprehensible to non-specialists, how to reach out to a wider public, gain their interest, and make them understand the importance of your work. After our course, you will be able to better communicate with collaborators of other disciplines, with the general public, with potential sponsors or with business partners interested in translating your results into an innovative business project. This will allow you to add new dimensions and momentum to your professional projects.

### TARGET PARTICIPANTS

This workshop is addressed to scientists (all disciplines) and medical doctors who wish to learn how to communicate about their scientific research or medical practice with non-initiated (non-specialist) audiences (e.g. journalists, sponsors, scientists of other disciplines, general public, patients), in speech and in writing.  
Maximum 12 persons per group.

### DATES AND VENUE

Dates to discuss (suggested duration: three days)  
Venue: your premises or ArchParc, Archamps, France (15 min from Geneva International Airport), or any other place at your convenience.

### LANGUAGE

The working language is English (conversational level required).

### LEARNING OBJECTIVES

The goal of this workshop is to teach the participants to effectively communicate about their scientific work and ideas to non-specialists, a skill which is essential when setting up cross-discipline collaborations, seeking funding, sharing knowledge with the general public, communicating with the press, managing innovative projects, translating research results into business, and so on.

### TRAINING METHODS

The training is run as a highly interactive workshop, with a variety of original real-case exercises. The programme is tailored on a case-by-case basis to suit the level, the needs, and the specialties of the participants, with a majority of the exercises being based on their research topics and fields of interest. A brief on-line questionnaire to be filled in by every participant before the workshop helps the trainer tailor the contents. The participants are also encouraged to bring their specific projects and questions to work on with the group during the training. In addition to the group course, the trainer will be available for at least one extra hour per day for individual tutorials and discussions.

## PROGRAMME OUTLINE

The course will cover the following issues\*:

- Basic principles of communication: the notion of the message and the public
- Avoiding misapprehensions and misinterpretations: understanding the needs and deciphering the feedback of your public, and adapting the message
- Managing your public: how to gain trust and attract attention
- Plain language: how to make complex scientific issues comprehensible to non-specialists
- Telling a good story: how to make your message attractive
- Facing a heterogeneous public: elements of mass communication

*\* This is just a general outline which does not reflect the order and the scope of the topics (both will be adjusted according to the needs of the participants)*

## COURSE LEADER

Katarzyna Szymańska, Science to the Point

Katarzyna Szymańska holds a Ph.D. in Biological Sciences (specialty: cancer) and a postgraduate study diploma in languages and translation (specialty: English). She has extensive experience in cancer research as well as in translation and editing of scientific documents, on both national (public and private) and international (WHO) level. She has contributed sixteen chapters to the Encyclopedia of Cancer, Third Edition, by Elsevier (2018). She has also been involved in university teaching as well as in scientific evaluation and writing. She has worked with people of different languages and cultures, in various contexts. In line with her interdisciplinary spirit, she offers specific comprehensive training courses in scientific communication addressed to and adapted to the needs of scientists working in different fields and at different levels all over the world, with the aim to foster dialogue and collaborations across any borders.

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## REGISTRATION

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