



## **Workshop Opportunity**

### **Alan Alda Center for Communicating Science**

**October 27 and 28, 2016**

8 am to 10 am

Stamp Student Union, Atrium (Room 1107)

Capacity: 100 seated

Open to all faculty, staff, and students.

**Alan Alda Center  
for Communicating Science™**



AT STONY BROOK UNIVERSITY

<http://www.centerforcommunicatingscience.org/>

The Division of Research has invited the Alda Center back to UMD to conduct 2 one-day workshops (identical workshops over 2 days) at UMD. These workshops will provide a broad overview of the concepts developed by Mr. Alda himself ([Alan Alda on the art of science communication: 'I want to tell you a story'](#)). The morning plenary session of the workshop is open to all faculty, researchers, staff and students who are interested in learning more about improving communication regarding their work. Please RSVP to attend!

### **Schedule**

8:00 - 8:30am: Breakfast and Check-in

8:30 - 10:00am: Opening Plenary

### **Interactive Opening Plenary 1.5 hours**

This interactive session introduces participants to general principles in how to craft short, clear, conversational statements, intelligible to non-scientists, about what you do and why it matters. The session consists of an interactive presentation and discussion on interpreting technical material using examples and analogies to illuminate unfamiliar concepts to your audience. The plenary will address problems and solutions in public interactions as well as peer-to-peer communication. Participants will practice clarity in speaking to non-scientists about their work and may be actively engaged in improvisation exercises or explaining scientific material to lay people.

**RSVP: [http://go.umd.edu/Alda2\\_Plenary](http://go.umd.edu/Alda2_Plenary)**