



NGS

Communicating Science event

11th May 2010

STFC RAL, Didcot

Top tips about Communicating Science

1. Know your audience
2. Use pictures in presentations
3. Use red in pictures
4. Keep it simple
5. Use sexy key words
6. Remember the rule of threes
7. Be enthusiastic
8. First impressions count
9. Don't test the audience
10. Use sound bytes/catchphrases
11. Use stories people can relate to
12. Don't put your script on the slide
13. Use the three paragraph executive summary
14. Stand to the left of your screen for more impact – western culture reads left to right
15. Avoid using CAPS and red coloured fonts, they are difficult to read
16. Only say what you are prepared to be quoted saying!
17. Test your presentation out on colleagues before going live
18. Read text out loud for written publications
19. Include fascinating facts to add legitimacy
20. In lay writing, first paragraph covers “who/what/when/where/why/how”, 2nd paragraph covers “so what?”
21. Avoid jargon and acronyms
22. Use hooks and include all important information in the first paragraph
23. Use words and language to create a picture
24. Use superlatives
25. Remember reading age is higher than listening age