

## Communicating Chemistry Workshop 30<sup>th</sup> July 2001 University of Birmingham

- 9:45**            **Registration:**
- 10:00**           **Introduction from the chair - Ben Johnson, Graphic Science**
- 10:15**           **Working with Audiences - Ben Johnson**
- Audiences are at the heart of what we do, but how often do stop to consider their needs? This session will look at how we improve the quality of communication by understanding our audiences; thanks to some basic research and a little thought.
- 11:00**           **Coffee**
- 11:15**           **Working with Schools - Catherine Aldridge (At-Bristol)**
- How can we take exciting, inspiring new perspectives on chemistry into the class room and support the needs of both teachers and pupils?
- 12:00**           **Working with the Media - Melanie Quin (Techniquist)**
- What does media coverage add to a science communication event? How can we maximise press interest? What are they interested in anyway?
- 12:45**           **Lunch**
- The afternoon workshops will run in parallel
- 14:00**           **Workshop 1 - How do they do that? - Ray Plevy (University of Birmingham) and John Johnston (Royal Society of Chemistry)**
- An inside look at some of the tricks of the chemistry communicator's trade. Fibres, foams, fountains and flashes.
- 14:00**           **Workshop 2 - Working together to get the job done - Ben Johnson and Melanie Quin**
- Following on from the morning session, participants will work together to plan chemistry communication projects for different audiences as outlined in their scenarios. The workshop will address project management from the perspective of collaborative working with institutions, venues, the press and audiences themselves.
- 15:00**           **Working Tea**
- Participants will work through their scenarios and devise their solutions
- 15:30**           **Presentations of solutions**
- 16:00**           **Close**