

**International  
FameLab**  
TALKING SCIENCE

**Conveying Science through Flash Talks**

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**CHELTENHAM FESTIVALS**

**BRITISH COUNCIL**

**AARHUS UNIVERSITY**

Flash talk workshop groups				
1 – Jason & Anjali	2 – Nick Anthis	3 – Djuke & Callie	4- Rob Gasior	5 – Dalal Najib
Umru IV	Zuhair III	AMR II	Labeed Room I	Boardroom I
Jararweh	Lotia	Darissa	Godoladze	Ghauch
Rahbeh	Dajani	Al-Zoubi	Al-Khateeb	Shah
Urutyan	El Fadel	Naoum	Al-Abed	Khoury
Haddad	Kalbouneh	Shtayeh	Mitri	Samarah
Al-Hadidi	Al-Zamil	Samara	Ayoub	Al-Khatib
Jamous	Aoda	Anfoka	Hijawi	Babayan
Awabdeh	Ibrahim	Alwahsh	Doummar	Talozi
		Abou-Jaoude		

**Today – Flash talks**

**Judging criteria**

**3 Minutes – No PowerPoint – only the props you carry on stage**

- Content:** needs to be factually correct and scientifically sound, but also well-chosen for a lay audience (not too obscure but not patronisingly simplified) and well structured as a “story”.
- Clarity:** as well as being understood, the subject should be put in context. Is this well-established knowledge, an exciting new piece of research, or a controversial theory?
- Charisma:** do they make you want to watch and listen to them? Did the time fly by and were you sorry they had to stop?

**Flash talks – score sheets**

Sample Score Sheet		
Contestant #	Name:	Marks / 5
Subject:		content
Comments:		clarity
		charisma
		Total / 15
Response to Judges Questions:		

## Plan for today

- Flash talks – two examples
- Communication – in person, on paper, on radio & TV
  - Top tips for speaking for a public audience
  - Common public speaking pitfalls
  - Speaking to the media
  - Preparing for radio & TV
  - A brief note on dealing with nerves
- Scientists and social media / blogging –  
“A scientist guide to social media” <http://tinyurl.com/kwgzknr>
- Flash talk practice in breakout groups

## Flash Talk example 1:



## Flash Talk example 2:



## Top science communication tips

- Know your audience!
- Tell a story
  - Character
  - Suspense
  - Surprise
  - Clear line of action
- Passion
- Use known vocabulary
- Analogies
- PRACTICE & PREPARATION
- Relevance
- Avoid filler phrases
- Frame the big picture
- Scaling
- Think about your voice:
  - Pitch
  - Pace
  - Volume
  - Intonation
  - Emphasis
- Speed bumps & pauses
- Directing your attention
- Posture / eye contact / gestures
- Active voice

## Public speaking pitfalls

- Voice too quiet
- Physical 'ticks'
- Verbal 'ticks'
- Eye contact
- Monotone voice
- Waving / reading off notes
- Body posture
- Breathing
- Hands (where are they?!)
- Legs (what are you doing with them?)
- Speaking too fast/slow/ mumbling
- Pointless movements
- Passion & purpose
- Someone else's style

## Speaking to the media, radio & TV



## Dealing with anxiety

- Understand *why* you are nervous
- Fake confidence
- Think about your posture & time on stage
- Relaxation – spend at least 5 mins before talk just thinking about your breathing; tense & relax muscles; go for a walk
- Energetic pumping and power-posing
- Visualisation
- Inspiration (revisit emotion)
- Practice, feedback, revision >>> more practice

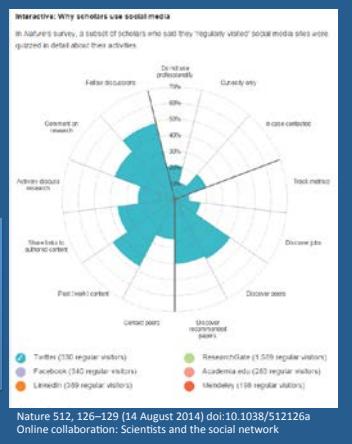
## Flash Workshop outline

### *After the break*

- **Activity 1 – Pass the box**
  - Goal – Body language and the importance of non-verbal communication and expressing sensations as well as using facial expressions.
- **Activity 2 – Speed dating / fast track story making**
  - Goal – Critical listening & improvisation. An opportunity to get instant and accurate feedback from your peers, allowing you to make quick adjustments.
- **Activity 3 – First encounters & owning the stage**
- **Activity 4 – Flash talk practice sessions**

## Social Media for researchers

*"The analysis reveals that a majority of these star scientists on Twitter are dedicated to science communication. Many also have thousands of citations and use the social media tool to keep up with new research and gather rapid critique from peers.*



## Top tips for twitter

- Keep it short.
- Make it easy to read.
- Write as if you are writing a newspaper headline
- Check your tweets before publishing. (Tweets cannot be edited once published)
- Don't just tweet to promote yourself. Tweeting about your own work is great, but constantly overselling yourself will turn people off
- Engage in conversation: Twitter is as much about the conversation you have with others, so don't be afraid to @mention others on relevant topics
- Use hashtags (#) to categorise tweets
- Credit others. If you're retweeting someone, credit them for their work