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?
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/kwgpknr
- 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
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.

Social Media for researchers

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