

PROMOS FINAL EVENT SCIENCE COMMUNICATIONS

Wednesday

1 July 2026 | 11.30 am Italy time

Location: Seminar Room, ICGEB, Trieste & online

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Science Communication expert, CUAS

A Practical Blueprint for Building a Larger Science Audience

Moderated by Suzanne Kerbavcic, ICGEB Communications,
Public Information & Outreach Officer

Brief Abstract

Science Communication is by all means a soft skill, and as such it needs just doing it to master effective science communication skills.

Being authentic and feeling comfortable while connecting to your target audience is essential. For researchers, it can be challenging to convey enthusiasm and the value of your work.

In this SC workshop, we will practice distilling your research and innovations into concise, compelling messages (“the nutshell”) and adapting your communication style to different audiences.

We will also explore how to broaden your target audiences and share good-practice tips from ICGEB. Please come prepared by reading the teaser on “Audiences” from our MOOC on Science Communication.

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