

Friday, September 9

8:15 – 8:30 am **Registration**

8:30 - 10:45 am **Intro to the Program**

ASMFC Conference Room

Speaking clearly and conversationally about science, without jargon or “dumbing it down,” is a challenge. This interactive presentation suggests tools and examples to help scientists communicate in ways that resonate with non-scientists. A group exercise in conveying the meaning of complex information so non-scientists can understand. Presented by Christine O’Connell.

11:00 – 1:00 pm **Distilling Your Message breakout sessions**

2 groups of 8, ASMFC Conference Room and The Phoenix Condominium 1st Floor Conference Room

Meeting in small groups of 8 participants, we will work on engaging listeners, using different approaches and using the power of storytelling to communicate in memorable ways. Presentation by Christine O’Connell.

1:00 - 2:00 pm **Lunch**

ASMFC Conference Room

2:00 – 2:30 pm **Media Interview Preparation**

Find out what to expect and how to prepare for a press interview. Presentation by Christine O’Connell.

2:30 – 4:30 pm **Media Interviews**

2 groups of 8, ASMFC Conference Room and The Phoenix Condominium 1st Floor Conference Room

We’ll practice doing a television interview, including using Improvisation skills to prepare and answering questions clearly, crisply, and very briefly. This is a challenging form of Distilling Your Message. The interviews will be recorded on video and participants will be able to download their interview later and use it as they wish.

4:30 – 5:00 pm **Reflecting on Our Experience**

ASMFC Conference Room