



The Art of Science Communication

20th September at 11:00 am (via Zoom)

Do you want to be equipped with skills to communicate your research confidently? This workshop will bring together a diverse group of experts to share their knowledge on the art of science communication. The event will cover 3 key topics: (1) structure and flow, (2) communicating through images and (3) innovative methods to communicate science. The objective of the event is to:

- Equip ECRs with tools and knowledge on how they can communicate their work effectively to different audiences. ECRs can expect to take away practical outcomes from this workshop.
- Give ECRs a safe space to share their struggles with science communication and get them addressed by experts.
- Encourage ECRs to communicate their work to a wider audience with more confidence.

Three experts in science communication will share their valuable knowledge and experience on the art of science communication. The speakers will each give a presentation on their expert topic before we break into different rooms. You will be able to join a breakout room of your choice where each speaker will conduct a workshop on their respective topics. The event will end off by gathering everybody back to the main room and have some of the audience share about their experience and learnings.

Expert Speakers

Assoc. Prof. Jen Martin – Leader, Science Communication Teaching Program, The University of Melbourne

Hook your audience and keep them engaged in writing and presentations | Workshop: Create a hook and tell a story

Rachael Vorwerk – Science Communicator, Integrated Photonics and Applications Centre, RMIT University

Social media as a powerful tool | Workshop: Write your first LinkedIn post to build your online profile

Dr Tom J Carruthers – Co-President, National Australian Science Communicators

The power and dangers of communicating through pictures | Workshop: Choose the right pictures for your story

Date and Time

Tuesday 20th September at 11.00 am – 12:30 pm AEST (via zoom)

Provisional Timetable

11.00 – 11.05 am	Introduction and Welcome
11.05 – 11.55 am	Presentations from speakers
11.55 – 12.25 pm	Breakout rooms
12.25 – 12.30 pm	Summary and Thanks

To register, visit <https://www.trybooking.com/CCPXD>

Speaker Profiles



Associate Professor Jen Martin (@scidocmartin) worked as a field ecologist before founding the University of Melbourne's Science Communication Teaching Program which teaches scientists across all disciplines to be engaging and effective communicators. She also practises what she preaches: she's been talking about science weekly on 3RRR radio for more than 16 years, hosts podcasts (including @letstalkscicomm), MCs events, teaches as part of the Homeward Bound Faculty, writes for a variety of publications and was named the 2019 Unsung Hero of Australian Science Communication. Jen's first popular science book, 'Why am I like this? The science behind your weirdest thoughts and habits' will be published in 2022.

Rachael Vorwerk is a science communicator and freelance consultant that has been published in Cosmos, Eingana and CSIRO's Double Helix magazine. She has helped scientists to share their research in BBC World News, The Independent, ABC and The Age, among others. Currently Rachael works at RMIT University at the Integrated Photonics and Applications Centre (InPAC) – a team of around 30 researchers spanning PhD students through to Distinguished Professors – and helps the team to make their research more accessible to broader audiences. Rachael is also Co-founder of FireThrive, a start-up that helps communities prepare for climate change-related disasters through interactive, research-based education.



Dr Tom J Carruthers is a science communicator, thinker and creative based in Canberra, Australia. He passionately advocates for diversity and equity, the need for science engagement that goes beyond scientific literacy, and to increase the community's value of specialist expertise across all sectors. He is a thought leader, calling for better recognition of science communication research learnings within the practice, and an appreciation of science communication expertise in government and the broader community. Tom is the former Strategist and Operations Manager in the communications team at the Australian Academy of Science, where he not only built the bulk of the Academy's social following but led campaigns and messaging on critical topics such as COVID-19, climate change, and gender equity. He is the former co-CEO of Pint of Science, where he established a national peer-mentoring and training model that has been supporting the STEM engagement sector in Australia for the past 6 years. Currently he works with a PR agency working with businesses to communicate and strengthen their ESG policies and initiatives. Tom holds a PhD in biological chemistry (ANU), a Master's in science communication outreach (ANU), and has experience working in the Australian university, government, not-for-profit and private sectors. He is the current co-president of the Australian Science Communicators, a member of the prep. committee for the World Organisation for Science Literacy, and is a Client Partner at Ogilvy PR.