



Canadian Association  
of Physicists

Association canadienne  
des physiciens et physiciennes

Contribution ID: 701

Type: **Invited Speaker / Conférencier(ère) invité(e)**

## **(I) 'em jIHvaD Hoch The Science (& Art) of Compelling Storytelling**

*Monday 7 June 2021 13:45 (1 hour)*

Polish up your Klingon (the title is a bit of a teaser; it is a Klingon translation of “Tell me more”)! Effective communication is key when it comes to talking about your research, presenting your research at conferences, and writing papers; Even more so when trying to sell your ideas and research to funding agencies and politicians and decision makers. Lorna Somers has perfected the art of storytelling, speaking at educational, arts and charitable organizations throughout the world. “Tell me more!” is what we want our listeners to say when we are talking about our research. But they will not get there if they do not understand what we are talking about or why it is relevant and important! During this workshop, Lorna will teach us how to effectively communicate in different contexts and with different audiences.

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**Session Classification:** M-SCIPOL Science Policy Workshop / Atelier de politique scientifique

**Track Classification:** Science Policy Session