Script

Training by SciDev.Net

Script Bespoke Training

Script is the leading provider of science communication training in the Global South

Bespoke research communication training

Is your organisation passionate about telling the public about science or scientific discoveries?

Are your researchers looking for ways to enhance their science communication skills or share their research with lay audiences?

Script's bespoke training is designed to meet an organisation's specific research communication needs. We teach researchers how to break down scientific jargon and focus on plain language that helps them communicate science more clearly and efficiently to lay audiences. We equip them with the skills they need to understand how the media works, how to pitch a story about their research and how to communicate research to policymakers and the general public. We combine our unique experience in science communication and science journalism to provide learners with a well-rounded skill set.

We can work with you to create new modules or tailor our existing modules to suit your organisation's science communications needs. Our professional trainers are highly skilled in delivering interactive and engaging training sessions. Training can be delivered in English, Spanish, Arabic or French, using region-appropriate resources and content.

Who the training is for:

Our training is aimed at early- to mid-career scientists working in research organizations and institutions, who want to reach a broad audience with their research.

Training topics

MODULE 1

Models of science communication

After this training session, researchers will be able to:

- recognise the key models of science communication
- identify the strengths and weaknesses of each model of science communication
- explain how and when to use the different models of science communication in their work

MODULE 2

Practical ways to simplify scientific information without compromising its meaning

After this training session, researchers will be able to:

- explain complex scientific concepts in a way that is easy for non-specialists to understand
- translate scientific terms into plain language without losing meaning
- effectively use numbers and statistics without overwhelming their audience

MODULE 3

How to make research findings interesting to non-specialists and successfully pitch to the media

After this training session, researchers will be able to:

- identify areas of their research that may be of interest to the media, policymakers and the public
- state their research findings in such a way that journalists, policymakers and the public will be interested in it
- convince a journalist within two to three minutes that their research findings are interesting, important and timely enough for them to report on

MODULE 4

Structuring a media article about scientific research

After this training session, researchers will be able to:

- identify the difference between journal articles and media articles
- write plain-language articles about their research for the public and policymakers
- identify a media outlet to publish their article

MODULE 5

Developing a media plan for your research

After this training session, researchers will be able to:

- choose where, when and how often they can communicate their research findings to the public and policymakers
- draft a simple media plan to share their research findings with the public and policymakers

MODULE 6

How researchers can build their profiles and communicate findings on social media

After this training session, researchers will be able to:

- identify the best social media platforms for publicizing their research
- set up social media accounts to share their research
- compose compelling social media messages about their research
- create a simple social media plan for their research

MODULE 7

Science in the media – how to maximise opportunities

After this training session, researchers will be able to:

- explain the connection between scientific research, the media and development
- identify opportunities in the media to disseminate their research findings

MODULE 8

How to pitch your research findings to the media

After this training session, researchers will be able to:

- effectively utilise social media to communicate your research
- develop a simple social media strategy to reach a wider audience with their research
- compose compelling social media messages about their research

MODULE 9

How to use social media to communicate your research

After this training session, researchers will be able to:

- effectively utilize social media to communicate their research
- develop a simple social media strategy to reach a wider audience with their research
- compose compelling social media messages about their research

MODULE 10

How to communicate your research findings to specific audiences

After this training session, researchers will be able to:

- identify relevant audience segments for their research
- tailor information on research findings to their target audience segments
- design strategies to reach each target audience with information

MODULE 11

How to write and distribute a science press release

After this training session, researchers will be able to:

- identify newsworthy aspects of scientific research
- structure a press release
- identify distribution channels for a press release

MODULE 12

Communicating sensitive research findings

After this training session, researchers will be able to:

- communicate effectively on sensitive topics
- share research in different political environments
- communicate scientific uncertainty responsibly

MODULE 13

Communicating numbers and statistics clearly to the media, policymakers and the public

After this training session, researchers will be able to:

- identify newsworthy numbers and statistics
- explain numbers and statistics so that non-specialists can easily understand them
- create simple and clear visuals to communicate data to the media, policymakers and the public

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MODULE 14

Communicating research to policymakers

After this training session, researchers will be able to:

- understand the key interests and concerns of policymakers
- identify aspects of their research that will draw the attention of policymakers
- structure a science policy brief

MODULE 15

Unlock the Power of Generative AI for Research Communication

Discover how Generative AI tools such as ChatGPT and Gemini can transform your research communication. Explore the benefits and best practices of using Generative AI to create engaging and accessible content for non-specialist audiences.

After this training, you will be able to:

- understand how Generative AI works
- write prompts that give you the best answers from Generative AI tools
- use Generative AI to prepare conference presentations, elevator pitches, policy briefs, press releases, speeches, media articles about your research, media interviews and Q&As at conferences

The webinar is designed for researchers looking to make an impact with their research.

What our clients say:

Training was very informative and relevant to my expectations that's why I am very happy and thankful to be in the training.

Special thanks to Dr. Charles and the team

The methodology and online exercises during zoom sessions were very interesting as they allowed me to follow up the course contents.

I am so grateful for the organisers and the teaching.

Just to thank our instructor Dr. Charles Wendo and his team for equipping us with valuable knowledge and skills.

Very appreciative and grateful.

May there be more events like these for other researchers who have not had the opportunity to participate in this one, the content of the training encourages researchers to improve their research.

Experienced, well prepared and most importantly trainers with a great attitude that made the workshop successful.

It was a very successful workshop ... all the trainers were excellent.

Script Science Communication Training Trusted By:

THE ROYAL SOCIETY

CARTA
Consortium for Advanced Research Training in Africa

Earlham Institute

ICFJ International Center for Journalists

International Science Council

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NEW VISION

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UMSA Universidad Mayor de San Andrés

المجلس العربي للعلوم الاجتماعية
Arab Council for the Social Sciences
Conseil Arabe pour les Sciences Sociales

HEKIMA NI UHURU

UNIVERSIDADE EDUARDO MONDLANE

UNIVERSITY of RWANDA

Contact

For more information about our bespoke training solutions please email: training@scidev.net

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