



Karen Bultitude



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## Developing science communication skills

**D**o you sometimes feel frustrated that people just don't 'get' what pathologists do? Do you want to help bring pathology to life and gain some great professional skills at the same time? Read on to find out more about opportunities to develop key skills in engaging public audiences with pathology...

### Science communication training for pathologists

In conjunction with the Public Engagement team at The Royal College of Pathologists, a two-day workshop on science communication for pathologists has been developed by the Science Communication Unit (SCU) at the University of the West of England, Bristol. This exciting new course will be held for the first time in London on 9–10 June 2011.

The workshop will cover a range of aspects related to science communication, including:

- engaging audiences
- presentation and facilitation skills
- working with science centres and museums.

The interactive training will culminate in participants developing a pitch for a science communication activity, as part of the College's Public Engagement programme.

Like all of the bespoke training activities developed by the SCU, the activities will be relevant to participants' needs and provide lots of opportunity for interaction and information sharing amongst participants.

### Who are the trainers?

The team delivering the course have built an international reputation for their diverse and innovative activities, designed to engage the public with science. The SCU is internationally recognised for its leadership in defining, targeting and engaging audiences with science and has a key remit to build capacity amongst others seeking to engage around their own scientific research area.

### Interested in developing your skills further?

As well as this bespoke training that has been developed in conjunction with The Royal College of Pathologists, the SCU offers many other opportunities for scientists to develop science communication skills.

### MSc Science Communication

This course, based at the Science Communication Unit in Bristol, began in January 2004 and has recruited over 75 students to date. The ethos of the Unit underpins the MSc programme, which focuses on targeted, innovative and creative approaches to science communication. The programme is designed to facilitate part-time study and allows students to combine full-time work and study effectively. Taught sessions are delivered on a three-day block basis (Thursday to Saturday) in order to minimise the amount of time part-time students spend away from their jobs. Independent research and e-learning are encouraged and an online portal ensures students living outside Bristol can maintain high levels of contact with the programme.

### Science Communication Masterclass

For those interested in networking with other scientists and researchers, as well as finding out more about how to communicate about their work, the Science Communication Masterclass offers an excellent opportunity. Held over four days, the Masterclass covers a range of topics including face-to-face, media and online techniques for engaging, as well as practical skill development in areas such as evaluation.

### Contact us

Further information on all these programmes can be found at the Science Communication Unit website, <http://scu.uwe.ac.uk/>, or email [science.communication@uwe.ac.uk](mailto:science.communication@uwe.ac.uk) if you have any specific queries.

For more information on the two-day workshop, held in conjunction with The Royal College of Pathologists, please contact Ruth Semple, the College's Public Engagement Manager, on [Ruth.Semple@rcpath.org](mailto:Ruth.Semple@rcpath.org).

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