

ALDA ONLINE: THE ESSENTIALS

This live, three-hour session offers participants effective communication strategies and techniques that invite others to explore science and its significance. It is designed to help scientists and researchers connect with others, virtually or in-person.

This program is ideal for researchers seeking to learn about and embrace effective science communication.

OUTCOMES

- Learn to connect and interact with an audience in meaningful ways
- Employ strategies that make messages and information memorable
- Shift your focus to others; learn when and how to adapt your messaging to aid their comprehension
- Prioritize clarity in presenting science by minimizing jargon and using evocative language and analogies
- Apply a strategic communication tool to consider audience, context, challenges, and communication goals

METHODOLOGY

The Alda Method® is a unique approach to science communication training that combines improvisational theater-based techniques with message-design strategies, including analogies and narrative. The immersive method emphasizes two-way communication to build trust and invite others to share in the wonder and joy of science. It incorporates research and best practices from science communication, journalism, ethics, and other relevant fields.

GROUP SIZE & TECHNICAL REQUIREMENTS

To fully engage in this program, participants must have the latest version of Zoom and Adobe Acrobat Reader installed on their computers, and a webcam and microphone enabled.

Led by an Alda-certified instructor, this three-hour session is for up to 16 participants.