



University at Buffalo

Clinical and Translational  
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## SCIENTIFIC COMMUNICATION WORKSHOP SERIES

# Overview of Scientific Communication

This workshop will describe the history, goals, and motivations for scientific communication.

The principles of effective communication will also be discussed, including how to prepare, organize, deliver, and evaluate different modes of scientific communication.

**DATE:** Monday, April 3, 2023

**TIME:** 4:00 – 5:00 PM

# Working with Your Institutional Communication Office & the Media

This workshop will focus on the importance of communicating science to the public. Attendees will learn how to prepare for interviews with the news media, as well as what UB does to promote and protect its reputation for academic excellence.

The session will conclude with a question-and-answer session.

**DATE:** Monday, April 3, 2023

**TIME:** 5:00 – 6:00 PM

**REGISTER NOW:** <https://bit.ly/3IVifDH>

**PLATFORM:** Online Via Zoom

For more information, contact [ebengert@buffalo.edu](mailto:ebengert@buffalo.edu).

**EVENT SPONSOR:** UB Clinical and Translational Science Institute Workforce Development Core

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