



University at Buffalo

Clinical and Translational  
Science Institute



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## SCIENTIFIC COMMUNICATION WORKSHOP SERIES

# Effective Communication to Diverse Audiences

In this session, we will investigate how to define the target audiences for scientific communication. We will analyze our reasons for informing audiences about our work by asking the following questions:

- What does the audience care about?
- How do their backgrounds and experiences prepare them for receiving the message?
- What do you want them to learn/believe?
- How do you want them to respond?

Finally, we will look at how to tailor presentations to the interests and experience levels of potential audience members.

**DATE:** Monday, April 24, 2023

**TIME:** 4:00 – 5:00 PM



MICHAEL FOWLER, PHD  
Commercialization Manager  
Technology Transfer  
University at Buffalo

# Technology Transfer: How It Works and How to Make It Work for You

Technology transfer is the process of transforming basic research into a form useful to the general public. Sometimes called translational medicine, commercialization, product development or applied science, it can appear confusing at first. In practice, technology transfer conducted at universities plays by a set of defined rules. This workshop will clarify the rules, the benefits to researchers and the resources available at the University at Buffalo to foster innovation and entrepreneurship.

**DATE:** Monday, April 24, 2023

**TIME:** 5:00 – 6:00 PM

**PLATFORM:** Online via Zoom

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

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

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