



University at Buffalo

Clinical and Translational
Science Institute



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SCIENTIFIC COMMUNICATION WORKSHOP SERIES

Scientific Communication: Making Your Message Count

This workshop will focus on the best practices for conveying scientific findings to diverse communities of non-scientist stakeholders, including patients, the lay public, journalists, and policymakers. Dr. Smyth will discuss the principles of effective science communication, beginning with considering your audience and your desired impact, and then examining the most effective strategies for achieving that impact. The session will include a variety of examples, tips, and some recommendations for specific tools you can utilize after the workshop, depending on your professional role.

DATE: Monday, May 8, 2023

TIME: 4:00 – 5:00 PM

PLATFORM: Online via Zoom

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

For more information, contact ebengert@buffalo.edu.

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

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