Translating Science for Communities: Words That Work

Date: July 27, 2011
Time: 8:30 AM – 5:00 PM
Location: Apalachicola National Estuarine Research Reserve, 108 Island Drive, Eastpoint, FL 32328

The Apalachicola National Estuarine Research Reserve and Gulf of Mexico Alliance invite you to attend this science communications workshop to understand environmental messaging and learn effective everyday language that is used by many stakeholders. The course is led by its developer, Eric Eckl, who has over 15 years of marketing experience.

Course Objectives

- Review and learn a four-step process for transforming scientific language and communicating it to a wider audience
- Learn to identify your intended audience
- Understand how to make sure materials are appropriate for intended audiences
- Develop and improve messaging skills to set the record straight and ensure your message gets out accurately in potentially controversial situations

Who Should Attend?

- Conservation professionals
- Environmental educators
- Environmental scientists
- Extension professionals
- Journalists and other media
- Natural resource managers
- Non-profit organizations
- Public officials
- Researchers

Space is limited, so register now at www.GulfAllianceTraining.org or contact Rosalyn.kilcollins@dep.state.fl.us or 850-670-7708. Registration is required - the $15 registration fee includes lunch and workshop materials.