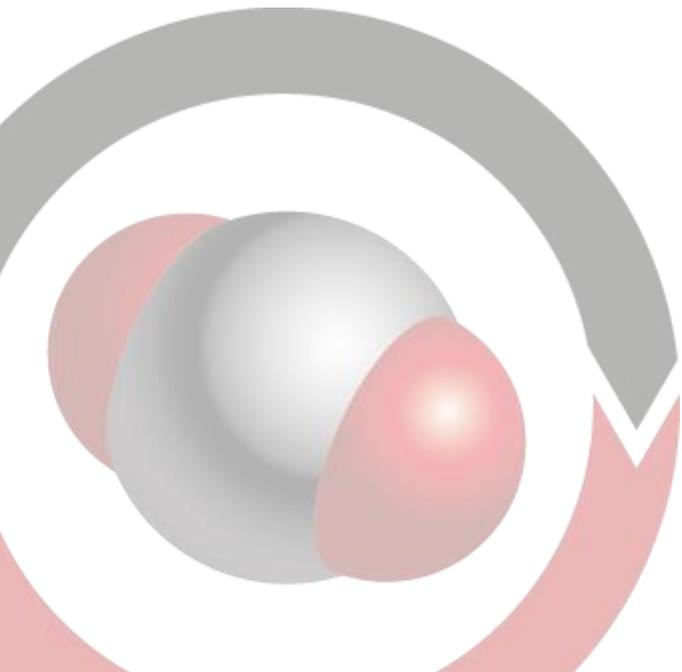


# Hello and welcome





# Why a communications workshop?

During your career you will need to communicate with many different audiences:

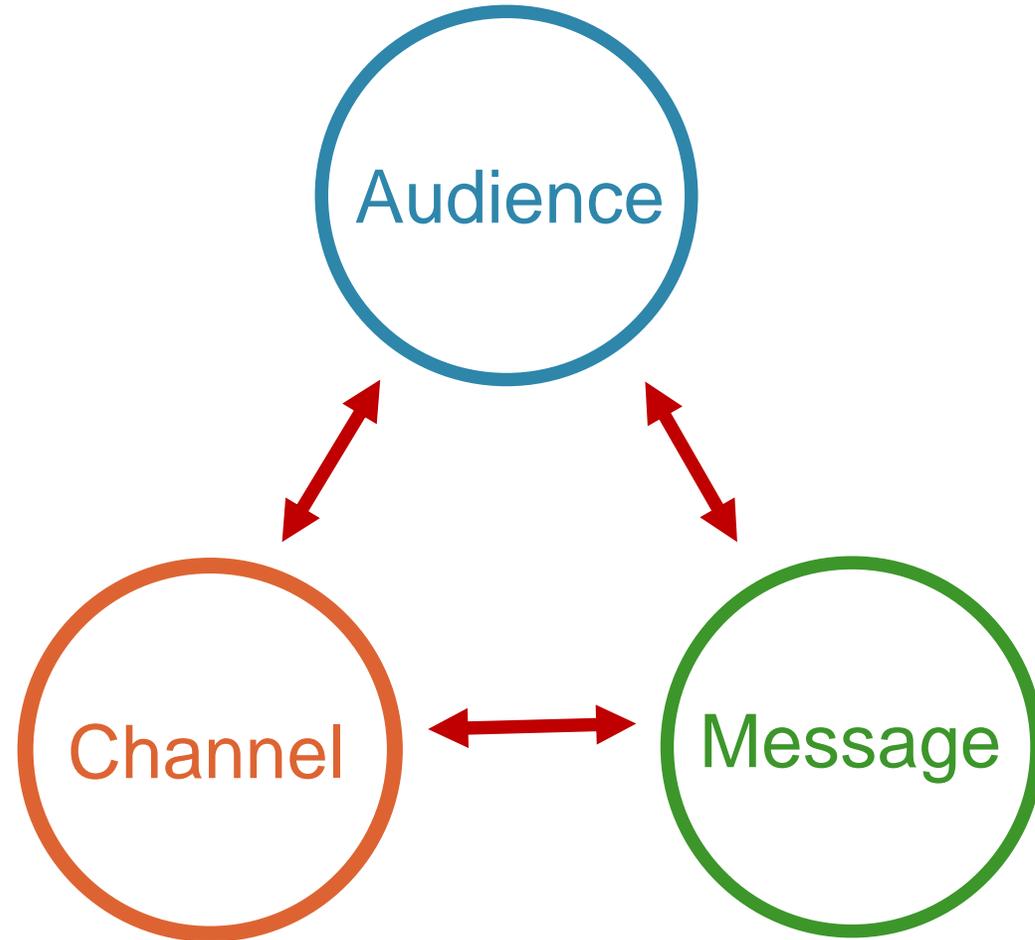
- Other researchers
- Industry
- Funders
- Policy Makers
- The Media / Public

**Communication isn't one size fits all.**



# Good comms isn't rocket science...

But it does take a bit of forethought, and a bit of practise





# Who you want to...

Audience

- Receive
- Understand
- Act upon (if necessary)

...**your message and why**



# A means to send your message

Channel

- Email
- Press release
- Social media post
- Blog
- Research paper / poster
- Conference presentation



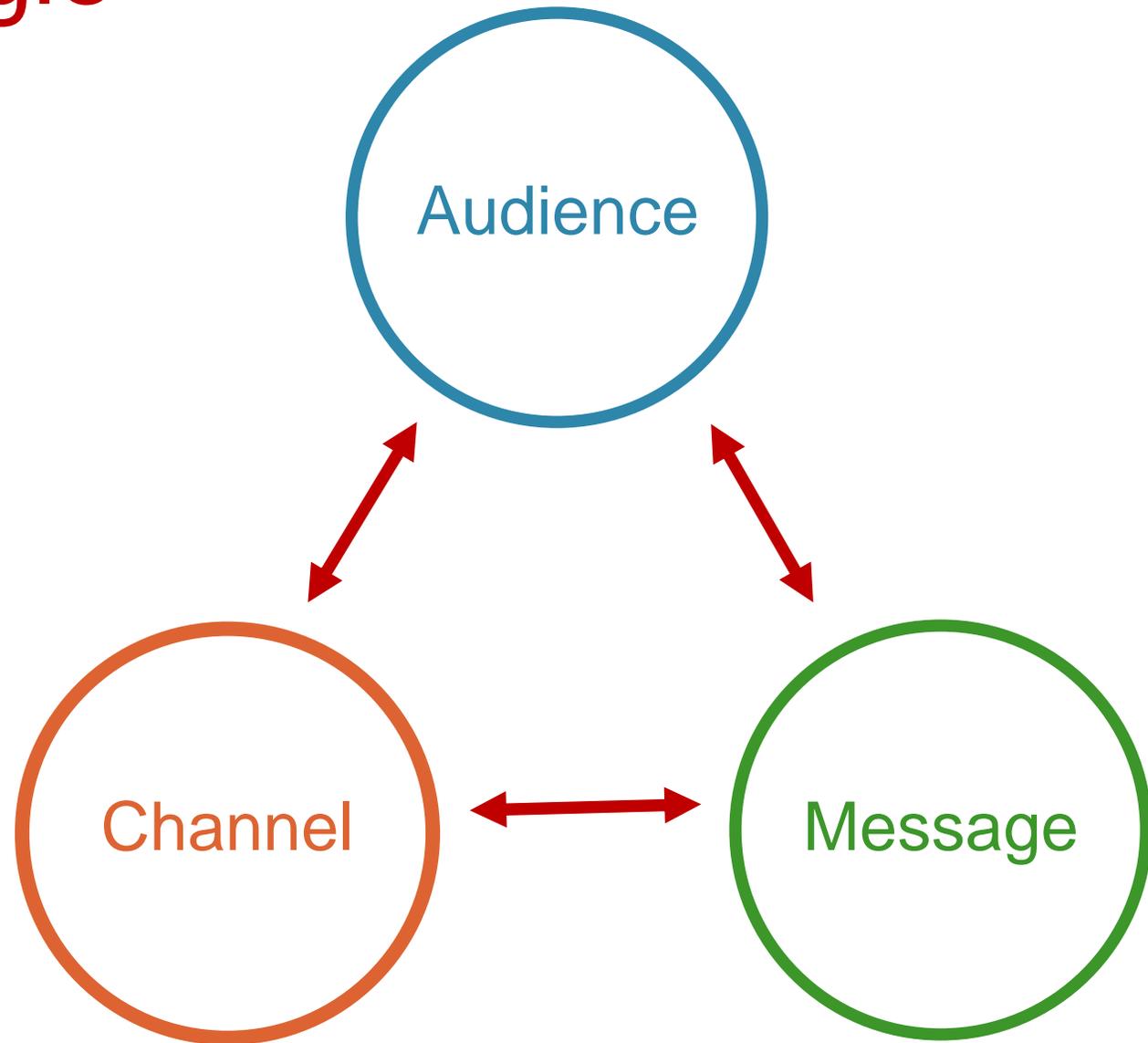
What do you want to say...

Message

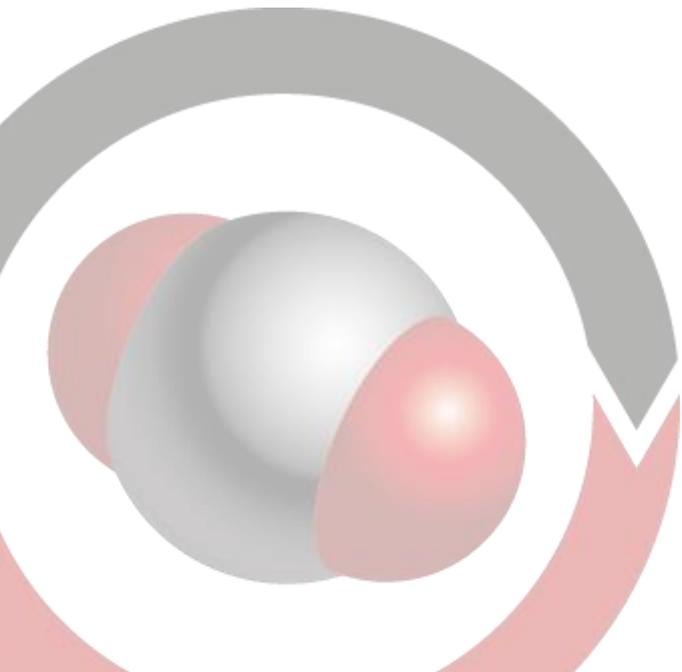
... and why!



# Back to the triangle



# Public Engagement Workshop





# There's a journalist on the phone...



“Yes, hello, I’m Jane from The BBC. I’m producing a piece about CCS and would like to speak to an academic expert so I can ask some questions about the technology...”

Are they available to chat now?”



# What could possibly go wrong?





# The task

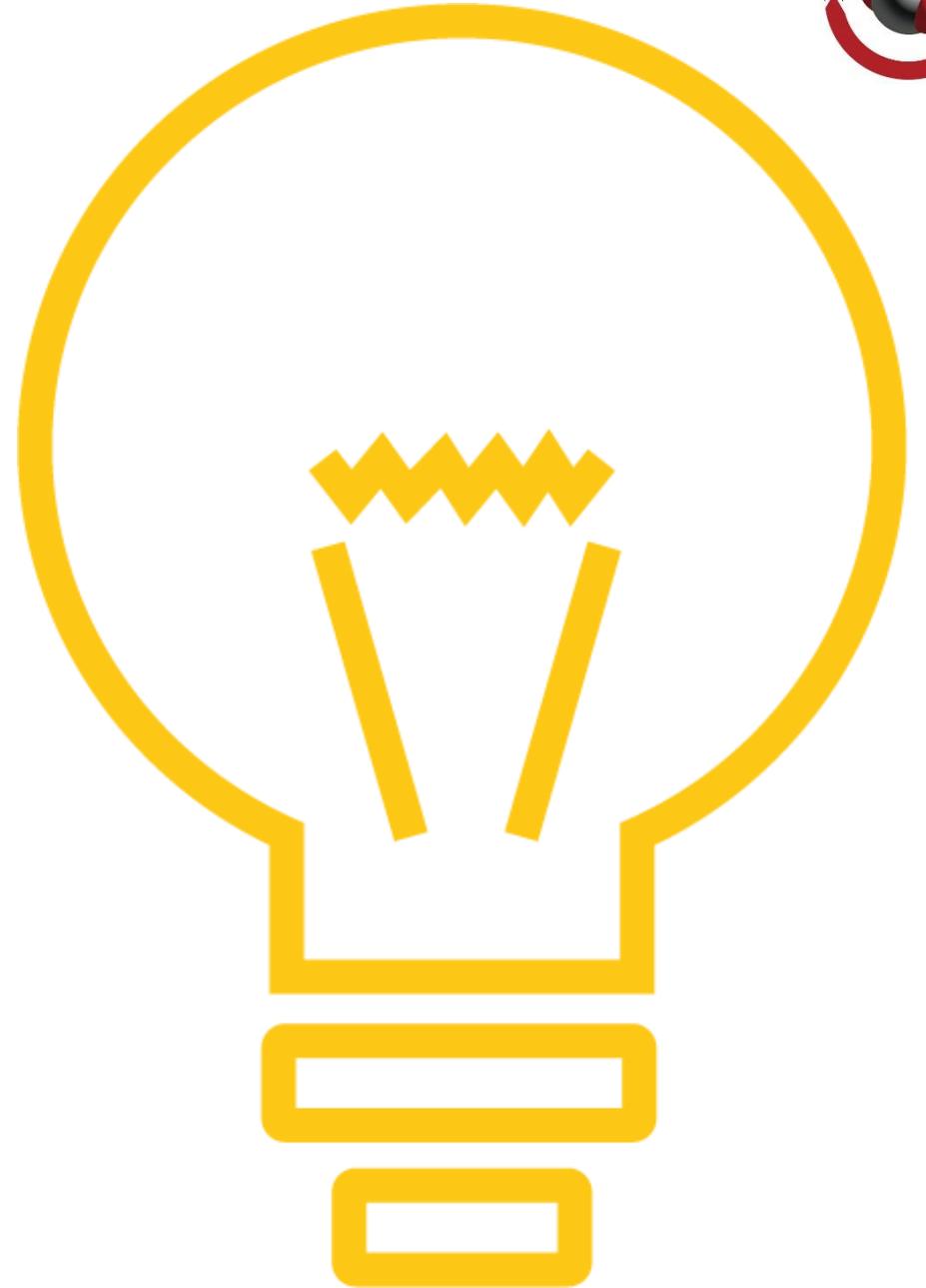
1. Pick your question!
2. On your table script an answer that takes around **60 – 90 seconds** to present
3. Get feedback from the rest of the room
4. Refine answer





# What to think about?

- Is it concise? You only have seconds to answer!
- Is it pitched at the right level for the audience?
- Does it show CCS in a positive light?
- Is it going to cause fear or concern?





# The questions



- Is CCS just a way for us to continue using fossil fuels?
- Is CCS technology in competition with renewable sources?
- Is CCS just too expensive?
- Is CCS technology proven?
- Why is CCS important for the UK?
- Is CCS safe?



Now, is anyone feeling brave?

