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"Defending Good Science in Tough Times..."

SAMPLE AGENDA

- 09:00** **Trust and Credibility: The Cornerstones**
- Establishing Trust and Credibility with Key Audiences
 The Seven Cardinal Rules of Risk Communications
 Explaining Science to non-Scientists
- 10:30* *Break*
- 10:45** **Message Traps... And How to Avoid Them**
- 14 Easy Ways to Torpedo Your Message
 What to Watch Out For with a Hostile Audience
 Media versus other Stakeholders – Why are they different?
- 12:00* *Lunch*
- 12:30** **Non-Verbal Skills**
- Perceptions of Non-Verbal Communication
 Skills Exercise
- 13:15* *Break*
- 13:30** **Answering Difficult Questions - Scenarios**
- Formulating Your Answers
 Using Personal Stories and Analogies
 Answering Tough Questions
- 14:30** **"Popcorn and Movie Time"**
- On Camera mock interviews based on customized scenarios
 Group Review
- 16:30* *Completion*