National Water Quality Monitoring Council

Working together for clean water

NWQMC Webinar Series

Effective Science Communication

with emphasis on visual science communication tools

Presented by

Caroline Donovan, Integration and Application Network

Tuesday, September 15th 2:00 – 3:00 p.m. EDT

If you want to influence decisions and policymaking, you need to learn the art of storytelling; to capture the key messages from scientific research and make the data compelling. The Integration and Application Network (IAN, of the University of Maryland Center for Environmental Science) aims to enable better communication to empower change, by exploring new and innovative ways to visualize scientific data. IAN is a unique combination of scientists and communicators who share a common passion for bringing science to life using eye-catching visual elements and strives not just to study, but to solve environmental problems. This webinar teaches the principles and practice of effective science communication, with emphasis on visual science communication tools. Scientific papers in refereed journals are the currency of documenting the scientific process; however, posters, PowerPoint presentations, and the web are also essential for communicating new insights and current research to fellow scientists. These skills are readily applied to communicating at various levels – not only fellow scientists, but also resource managers and the broader community. By the end of the webinar, participants will have been introduced to the principles of effective science communication and learned how to design and produce a conceptual diagram using freely available online tools and symbol libraries.

The webinar is *free*; **pre-registration is required**. *Please login 10 minutes early.*

To register for this session: Go to
https://doilearn.webex.com/doilearn/k2/j.php?MTID=tb2686af12cdb2befe9308d2cc9eabb3c and register.
Once you are approved by the host, you will receive a confirmation email with instructions for joining the session.