

Wednesday 18th January, 2017

Summary: CICASP Seminar 46

Outreach & Education: Know your audience!

This was the first in a block of three concerning matching your talk content and presentation style to your audience. We developed this theme based upon student suggestions that topics such as speaking to an audience and fine-tuning outreach and education would be beneficial. An article was circulated in advance, about voice pitch and elections. The class was divided into pairs, to work on tasks together for the entire block. To begin with, Fred gave 5-minute demonstrations on how to address each of three different audiences: children (ages 10-15); the general public (adults); and scientists. He spoke about a different topic than the article: a study into hormones, stress and mating in Japanese macaques. He then gave specific tips to help with presenting to each audience. Each pair picked their target audience by selecting at random from a hat and spent the final ten minutes beginning their preparation.

Preparation for Next Week

Each pair of students will meet during the week to share their ideas and thoughts on how to best present the information in the article to their target audience for their presentation. Presentations will be 5-10 min. It is okay to use props and/or PowerPoint slides, if you wish. See the next page for a reminder of which pair is presenting to which audience-type.

IMPORTANT: If you were unable, or did not, attend CICASP Seminar 46, please come to seminar 47 so that you can also benefit from this theme. Feel free to ask other students for more details, but we will make sure that you have a chance to participate.

Wednesday 25th January, 2017

Outline: CICASP Seminar 47

Outreach & Education: Know your audience!

At this seminar, one member of each pair will give a presentation, on the topic of voice pitch and elections, tailored to their respective audience: children, general public or scientists. After a general discussion, each pair will choose from the hat until they select a different target audience. The pair will work together in the following week to come up with a presentation on the same topic already presented, but aimed at this new audience. In the final seminar in this block, the member of the pair who has not yet presented will give the talk, though the presentation will be prepared jointly.

Pair	Target Audience
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Nelson and Himani

children

Duncan and Toda

children

Liesbeth and Valéria

children

Morgane and Halmi

children

Josue and Jie

general public

Cecile and Makiko

scientists