Training Workshop on Communicating Technology

This workshop is designed for scientists, technopreneurs, engineers and post graduate students to enable them to translate their technology into articles and materials meant for non-specialist audiences. These articles can be used as blog posts, articles for mass media, press releases, pitching to industry collaborators and investors and for crowdfunding.

The workshop covers the need to bring technology to the public domain, framing your technology, making your technology and ideas newsworthy, adapting to media culture, translating jargons to simple language, developing analogies and metaphors for easy public understanding, and hands-on sessions on translating technology articles into media articles.

Module/Content:

1. Why communicate to the public? Becoming a civic technopreneur.
2. Understanding the culture of mass media
3. Common blunders by technologists
4. Newsworthiness and framing
5. Analogies and metaphors
6. Turning Titles to Headlines
7. Translating abstracts
8. Interview your colleague and get interviewed
9. Writing a blog article
10. Humanising technology

Learning outcomes
- Participants will be able to engage with the media to bring their technology to the public domain   - Participants will be able to influence key stakeholders involved in policies and regulations that will impact their technology   - Participants will be able to pitch their technology to potential investors, funding agencies, industry collaborators

Workshop Agenda:
DAY 1:

Time	Activity	Description	Learning objectives
8.30 – 9.00	Registration		
9.00 – 9.30	Ice breaking	Introduction of participants	
9.30 – 10.00	Pre-workshop writing skills	• **CHALLENGE 1**: How well you know your technology?	• To evaluate pre- and post-workshop skills • To understand technologists' common mistakes
10.00 – 10.30	Fundamentals in communicating technology/science/ research	• Why technologists must communicate to the public? • Creating a "hook" for your story/newsworthiness • Tips is effective writing • Analogies and metaphors	• Inspire technologists to engage with the public • Frame your technology to make it relevant to your audience • Be able to translate your technology for the public
10.30 – 11.00	Tea break		
11.00 – 11.30	Understanding the mass media culture	• Interview a journalist	• For technologists to adapt their ways to suit mass media
11.30 – 12.45	Translating your technology (warm up)	• **CHALLENGE 2**: Getting into media's shoes	• Putting yourself in the media's shoes to create an empathy for your audience
12.45 – 1.00	Common blunders by technologists	• Discussing the common mistakes made by technologists when writing media articles	• Avoid these mistakes
1.00 – 2.30	Lunch		

2.30 – 3.30	Translating technologists titles to headlines	• **CHALLENGE 3:** Shout out your technology	• Developing the skill to translate technology into media article
3.30 – 4.30	The "hook"	• What is the "hook"? • How to identify one? • **CHALLENGE 4:** Hook your audience • Positioning and framing your story	• To make your technology relevant/attractive to your audience
4.30 – 5.00	Self-evaluation	• **CHALLENGE 5:** Self-evaluation	• Understanding your mistakes and self-improvement
5.00 – 5.30	Tea break. End of Day 1		

DAY 2:

Time	Activity	Description	Learning objectives
9.00 – 9.30	Recap/post mortem	• Sharing session about Day 1	• Exchange of ideas/lessons learnt
9.30 – 9.45	Technology article VS Media article	• How they are differently positioned • What type of information are prioritised • Tell the big picture first	• To be able to translate/rewrite technology into media article
9.45 – 10.15	Tea break		
10.15 – 11.15	Rewriting your tech article	• **CHALLENGE 6:** Be a journalist	• Simplifying tchnology and making it relevant to the audience • Use the "hook"
11.15 – 1.00	Evaluation	• **CHALLENGE 7:** Listen to your audience	• Pre-testing your article on its suitability as a media article
1.00 – 2.30	Lunch		
2.30 – 3.00	Blog article	• Writing feature article • Humanising science	• How to add face and personality

			to your technology
3.00 – 4.30		• **CHALLENGE 8:** Humanise your technology	• Connecting and making your technology appealing to your audience
4.30 – 5.00	Presentation of certificates / Evaluation form / End of workshop		
5.00 – 5.30	Tea break		

Resource Persons:

- Dr Mahaletchumy Arujanan, Executive Director of Malaysian Biotechnology Information Centre (MABIC); Editor-in-Chief of The Petri Dish
- Noorshamira Shamsuddin, Project Manager of MABIC; Sub-editor and journalist of The Petri Dish
- Farahana Nadzri, Project Officer of MABIC, journalist of The Petri Dish.

www.bic.org.my

www.thepetridish.my

CHALLENGES

Training Workshop on Communicating Technology

DAY 1

CHALLENGE 1: Pre-workshop writing skills (30 min)

- Write a short popular style paragraph about your technology/expertise.
- Keep it to less than 150 words
- Write your name
- If possible, give a title as well

CHALLENGE 2: Interview your colleague (1 hour 15 min)

- Find a partner who is not in the same field as you
- Take turns to play the role as a journalist and a technopreneurs/technologists
- Interview and be interviewed

CHALLENGE 3: Translating tech titles into headlines (1 hour)

- Analyse your technology carefully
- Try to at least develop 3-5 titles for popular-style articles or for a 1-pager pitching article

CHALLENGE 4: Creating a 'Hook" (1 hour)

- Frame your technology to make it relevant to your audience
- Find out what is "newsworthy" in your technology

CHALLENGE 5: Self-evaluation (30 min)

- Evaluate the paragraph that you wrote this morning
- In the scale of 1-5 (5 is the best), what would you give yourself?
- Point out your mistakes

CHALLENGE 6: Rewriting your technology (1 hour)

- Analyse your technology carefully
- Look for the "hook", newsworthiness and appealing factors to non-specialist audiences
- Rewrite that into a media article (approx. 250 words)

CHALLENGE 7: Evaluation and pre-testing (1 hour 45 min)

- Exchange your article with your partner and evaluate it at the scale of 1-5
- Is there a "hook" for you in the article?
- Does it have new value?
- Give comments

CHALLENGE 8: Blog article (1 hour 30 min)

- Add the human face to your technology
- Do a story telling about your technology to the class

Stand a chance to get your research/technology published in The Petri Dish, 1st science newspaper in Malaysia!!