



 Science &
Technology
AUSTRALIA

BECOME A
**SUPER STEM
COMMUNICATOR**





Build your profile.
Share your passion.
Promote your science.
Inspire the next generation.

BECOME A SUPER STEM COMMUNICATOR



COMMUNICATION TRAINING FOR ALL SCIENCE AND TECHNOLOGY PROFESSIONALS

Science & Technology Australia offers tailored workshops for STA members, universities, research institutes, businesses and other public and private-sector organisations to equip their people with the skills and confidence to be a super communicator.

Developed as part of the Superstars of STEM program, these workshops extend our bespoke training to all STEM professionals across Australia.

These workshop sessions equip participants with the skills to become advocates for their science and role models for young Australians.



The workshop series provide a fast-paced taste of the professional development Science & Technology Australia has developed for our acclaimed Superstars of STEM program.



Build your online influence; tell good stories on stage; deal with the media; communicate with authenticity; and learn to speak more confidently with influencers and decision makers.



Attendees acquire the confidence and skills to be a well-rounded communicator, ready for communications opportunities that come their way.



Session can be tailored for your organization's needs and goals.

Session Topics



Topic 1 - Overcoming imposter syndrome

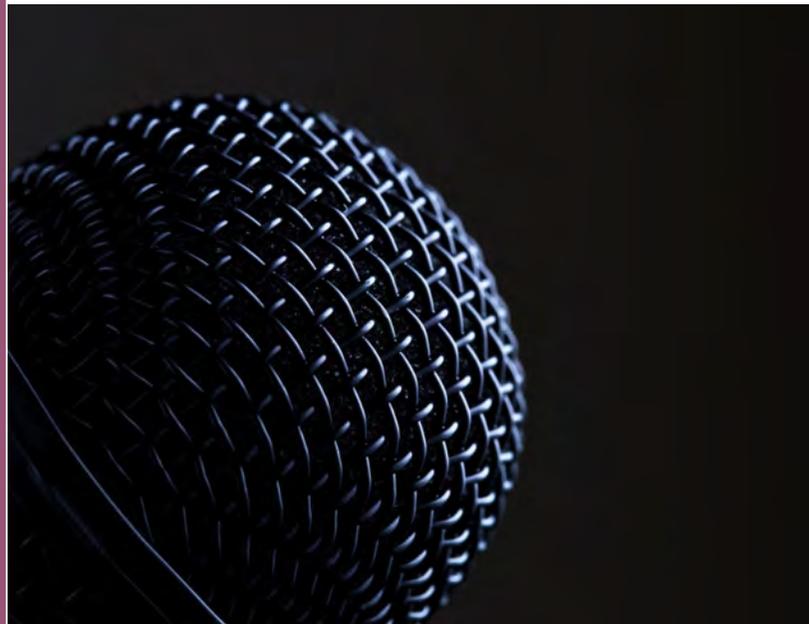
In this practical session, your attendees will learn four critical insights to combat Impostor Syndrome; identify how to work collaboratively with beliefs which may limit success; and learn practical tactics they can implement to influence their next career steps.

Topic 2 - Communicating with influence

Attendees are taught how to package their experience in a way that feels authentic to them and get comfortable articulating their own expertise, then learn techniques to communicate influentially through non-verbal body language.

Your attendees will learn how to communicate their expertise so others can see the value they bring, and finally they'll will leave with a personal elevator pitch to confidently introduce themselves and their work to leaders and decision-makers in any sector.

Session Topics



Topic 3 – Learn to Talk like TED

Our presenter shares the secrets they use to coach TED presenters to tell good stories in the renowned TED way. A different approach to typical public speaking training, this session will focus on the art of storytelling to really engage an audience.

Participants come away from the workshop with the confidence and skills to be a well-rounded communicator ready to share their science and stories with broad audiences. This session tackles jargon and how to communicate work in a way that matters and more effectively connects with audiences.

Topic 4 – Working with the media

This session takes your cohort through the basics of high-quality media engagement. It can be pitched for an audience of varying experience levels. It will take them through the way journalists and news organisations approach news and storytelling, their imperatives, and mindset. It will talk about what makes science news, what frames and angles work for science stories to get strong media pickup, how to identify your lead, and tips on how to pitch it and seek comms team support to do so. It will also cover how to communicate clearly and without jargon, using practical examples.

Session Topics



Topic 5 – Becoming an online influencer

The session focuses on three key aspects of becoming an online influencer and establishing a personal brand.

Participants learn how to build your personal brand, develop a personal communications strategy, and how to leverage social media platforms to grow their influence and impact as a leader in STEM. The workshop will also cover platforms and analytics, and tips to get your content travelling further.

Topic 6 – ‘Marie Kondo’ your writing

This session teaches the craft of writing well. Glean expert tips on how to declutter writing – and become a stronger and more persuasive author. Participants will come away with a clear set of practical insights to apply straight away in their opinion pieces, research and public speaking. Writing with greater clarity and impact will help to lift attendee’s broader leadership presence and profile. This session is delivered by Science & Technology Australia’s CEO Misha Schubert. In her past roles as a highly respected senior print and broadcast journalist and political editor, she worked for major Australian news outlets including The Sunday Age, The Age, The Australian, ABC TV and Sky News.

Session Topics



Topic 7 – Video made the Science Star

This session will take your cohort through how to arrange their set-up to look and sound better on camera. This is an especially handy set of insights given the frequency of interviews by video call technology during the COVID-19 pandemic – and for researchers and science teams working in remote locations. The participants will receive useful tips on equipment, camera angles and positioning, audio quality, where to have your eyeline, and how to present for video and TV via remote technology. We'll present examples of footage that looks good or bad and talk through and show you how to adjust it so it's better. If there is time, we can also cover tips on taking better iphone pictures.

Participant Comments



“The importance of communication has never been spelt out so clearly as it was today. Thank you”



“The Super STEM communication workshop was really useful and inspirational, thank you!”



“The workshop was very useful, particularly having journalists present to get a sense of what they are interested in”.



“The workshop improved my ability to make my work relatable to a wide audience by making it personal”.



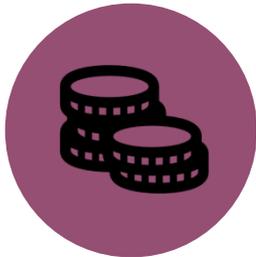
“A great program about being better and more confident”.



“The most valuable communications workshop I’ve done”.

Pricing & Delivery

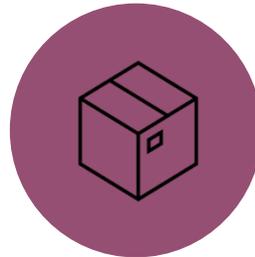
Your organisation can choose from the 7 workshop session topics currently available, taking all session or mixing & matches to suit your organisation's goals. Each session typically runs for 90 minutes and is delivered virtually via Zoom for up to 30 participants. Sessions can be tailored to suit your needs. When delivering as a series, we suggest holding a session once a week to keep your audience engaged.



Cost Per Session

\$3500 ex GST

(STA Members are eligible to receive a 10% discount)



Choose to deliver all 7 session topics or mix & match to suit your organization's goals.



Up to 30 participants per session.

Session are delivered online for a duration of 90 minutes.

Attendees receive a recording of each session.



We tailor session delivery to suit your schedule, however it is recommended that no more than one session be delivered each week.



BOOK A MEETING WITH US TODAY!

Contact:

Sandra Gardam – Superstars of STEM Program Manager
sandra.gardam@sta.org.au

Or

Mitchell Piercey – Events & Membership Manager
mitchell.piercey@sta.org.au

