



 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

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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.

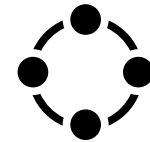
These workshop sessions equip participants with the skills to become advocates for their science and role models for young Australians.



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



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 organisation's needs and goals.

# Workshop 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.



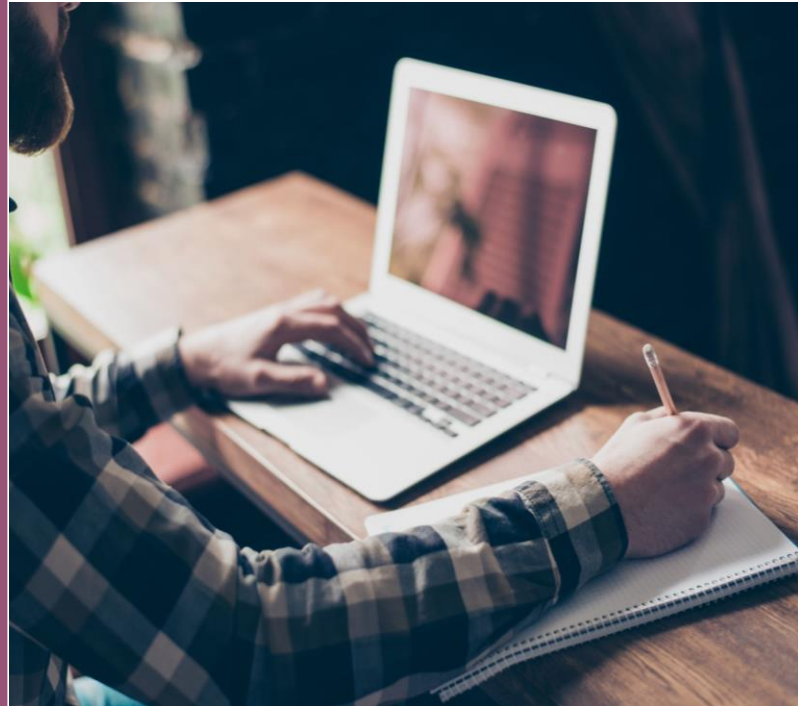
### **Topic 3: Learn to Talk like TED**

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.



### **Topic 5: Finding your online platform**

The session focuses on key aspects of establishing your online presence, building a personal brand, and how to use social media. Participants learn how to build your personal brand, develop a personal communications strategy, work out what channels and platforms might be useful, and how to leverage social media to grow their influence and impact as a leader in STEM. The workshop will also cover analytics and setting targets, and tips to get your content travelling further. This session is delivered by Martyn Pearce, the Director of Communications for Science & Technology Australia. He is a former journalist and newspaper editor with extensive experience in Australia and the UK. He is producer of the BroadTalk podcast and former producer of Democracy Sausage podcast. He founded and edited for six years the Policy Forum blog at The Australian National University.

### **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 Martyn Pearce, the Director of Communications for STA. He is a former journalist and newspaper editor with extensive experience in Australia and the UK.

# Workshop Topics



## Topic 7: Preparing for the job market

In this session, presenters will strengthen your skills and share expert tips on how to present most effectively to land a job. We'll take you through how to pitch different styles of resumes and cover letters for private sector jobs and research sector jobs, preparing for interviews, leaving a positive impression and how to follow up. We'll also share tips on building your professional networks to help open doors to the next job – and the ones after that.

## Topic 8: Career paths to success

Hear people who have the job you want, talk about how they landed it. Real tips, real experience, real stories about how people managed their career paths to find success. There is nothing more inspiring than hearing about the ups and downs, the circuitous routes, and the places people never thought they would end up in – but did (and discovered along the way it was the best place for them). This facilitated panel discussion can be tailored to the topics and jobs of interest to your audience and provides them with insight and confidence to pursue the next leap in their career path.



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## Topic 9: Government relations bootcamp

In this session, we'll outline how to engage effectively with Governments, policy makers, and other stakeholders to identify opportunities and bring your work to their attention. Replete with practical tips, we'll take you through how to forge and maintain crucial relationships and showcase your work and expertise. We'll give an overview of the Australian Government's key priorities in science and research so you can consider how your work maps to them, and how to get yourself in view for new opportunities. We'll also discuss how to make a powerful contribution to building strategic scientific strength and leadership in Australia.

## Topic 10: Nailing your NITs

The National Interest Test (NIT) statement is required for all Australian Research Council grant applications. In this session, we outline how to write clear, concise and compelling NITs that speak to a general audience.



# 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”.

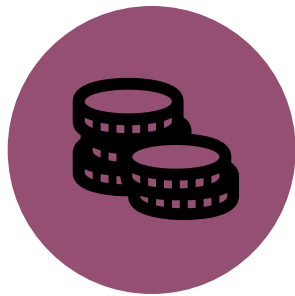


“The most valuable communications workshop I’ve done”.

# Pricing & Delivery

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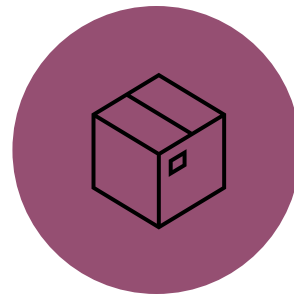
Your organisation can choose from the 10 workshop session topics currently available, taking all session or mixing & matches to suit your organisation's goals. Each session typically runs for 90 minutes and is delivered virtually via Zoom for up to 30 participants. Sessions can be tailored to suit your 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 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:  
Tristan Scotcher [tristan.scotcher@sta.org.au](mailto:tristan.scotcher@sta.org.au)

