

What do you want to say about the science and why do you want to say it?

What is the best method of providing information to the target groups you want to reach?

**Good science deserves a good communication plan, and good communication takes careful planning. Designed for science communicators, scientists and extension workers, the workshop program includes case studies, discussions, presentations and planning exercises.**

**It will help the participants to**

- understand the principles of effective communication
- learn how to plan communication
- develop and practice key communication skills
- develop a practical communication strategy that you can easily put into action

## RATIONALE

There is a growing appreciation in agricultural research institutions and developmental organizations in both developing and developed countries alike of the need to justify investment in agricultural research and development. This workshop will help agricultural scientists to tell the story of their work and its impact to a broad range of non-scientific audiences in funding agencies, other interested stakeholders such as policy and planning personnel, farmers and extension agencies and to the general public through the media.

Quite often the communication role falls to science/technical staffs who may have no or limited training in communication. The trainers' team brings together its expertise and that of the international research community, to hold a course to boost the capability of country research and developmental institutions to communicate their work to stakeholders (including political leaders) and the general public.

## MANAGEMENT

The Master Class will be organized by IRRI in collaboration with Cathy Reade, the Crawford Fund's Director of Public Affairs and Communication, with assistance by professional science media trainers, leading journalists and in-country media outlets, and staff as provided/needed from Australian and international development organizations.

## OBJECTIVE

The course will skill up scientific/research/project/communication staff, to boost the capability of agricultural research institutions to communicate their research results and its impact to stakeholders and the general public. This will be achieved through provision of training, skills and resources to enable the participants to commence a limited but effective, targeted pilot communication effort when they return to their organizations.

## TRAINING STRUCTURE

The training will be carried out in a mix of sessions. Some will be for the group as a whole; others will involve smaller groups to provide more personal input by trainers. The workshop will be highly practical and all participants will have the opportunity to practice new skills.