



Communicating your research to non-specialist audiences: going above and beyond with your communication skills

Hello and welcome. Below you will find the learning outcomes for the course. Before you get started make sure to have a read through these. [Please also take a minute to fill out the pre-course evaluation form here.](#)

Learning Outcomes

- Have an exciting research story that you want to tell people about?
- Wandering who your target audience is?
- Wanting to explore different ways of communicating with your audience?
- Looking to develop your communication skills?

Then this course is for you!

This course is all about communicating with other people, above and beyond your academic setting. Firstly, you will work on your research story: a way to communicate to lots of different people about your research. You will think about your target audience- who they are, how you can understand them and how you can find them. After thinking about your audiences, you will then explore different ways of communicating with them- different platforms, methods and the language you can use.



Workshop objectives:

- Develop your “research story” for non-specialist audiences
- Define your target audience
- “Get to know” your target audience
- Explore communication platforms and methods

By the end of the session you will have an exciting ‘research story’ ready to go for your communication and engagement needs and lots of ideas about how to use it!



Who's it for: Post-doctoral researchers of all disciplines, looking to communicate with non-specialist audiences

Researcher development framework (RDF)¹: This workshop aligns with Section D2 of the RDF- Communication and Dissemination (Engagement, Influence and Impact).

Footnote

1. [About the Vitae Researcher Development Framework — Vitae Website](#)