

TRASMISSIONI

SCIENCE COMMUNICATION WORKSHOP

June 20 – July 18, 2024

WORKSHOP | Tools, Skills, and Training to Master Science Communication *(in English)*

Science communication is a growing field that involves informing and engaging non-expert audiences on scientific topics. Effectively conveying complex and uncertain subjects requires selecting key ideas, adapting to the audience, and using clear storytelling and language. Beyond content, strong communication also relies on body language, vocal expression, and emotional engagement. Mastering these skills enhances credibility, fosters audience connection, and ensures impactful scientific communication.

Program

This interactive training program, conducted in English, equips participants with essential communication tools. Throughout the workshop, they will:

- Identify their communication style and key strengths to develop.
- Practice active listening and apply audience analysis techniques.
- Improve physical and vocal presence through exercises and improvisational theater.
- Use storytelling techniques to enhance clarity, engagement, and audience connection.
- Learn emotional intelligence strategies to manage stage anxiety.
- Apply their skills by delivering a TED-style talk with personalized feedback.

Schedule

- September 10 | 3:00 PM – 7:00 PM
- September 17 | 3:00 PM – 7:00 PM
- September 23 | 3:00 PM – 7:00 PM

Location

- Fondazione Caritro, via Calepina n. 1, Trento

Registration

- To sign up for the workshop, please use the following [Registration Link](#)

For more information visit the [Fondazione Caritro website](#).

Trainer Profile

Michela Catenacci is an expert trainer and consultant for numerous companies, research centers, and universities, including Alma Mater Bologna, CIBio UniTn, Fondazione Bruno Kessler, and Politecnico di Torino. Her areas of expertise include Effective Communication, Public Speaking, Science Communication, Debate and Argumentation, Emotional Intelligence, and Personal Branding.

She is a co-organizer and lecturer at the University of Bologna's Camp Restart, focusing on relational and cognitive soft skills for researchers and faculty. She also co-leads "Public Speaking for Academics" workshops. Holding a PhD in Analysis and Governance of Sustainable Development, she has extensive international experience in research on climate change mitigation and adaptation policies, with a specialization in decision analysis and stakeholder engagement. Michela has served as Director of Communication and Research at Valore D, where she managed media relations, institutional partnerships, and large-scale events. Additionally, she has curated and organized numerous TEDx events.