

TRASMISSIONI

SCIENCE COMMUNICATION WORKSHOP

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:

- **Strategize Research Delivery:** Learn how to structure the communication of your own research strategically to maximize impact and relevance.
- **Navigate Complexity and Risk:** Master the art of communicating complex data, risk, and uncertainty by consciously managing audience perception and psychological framing.
- **Identify Style:** Recognize individual communication styles and key strengths to develop.
- **Analyze the Audience:** Practice active listening and apply sophisticated audience analysis techniques.
- **Enhance Presence:** Improve physical and vocal presence through targeted exercises and improvisational theater.
- **Master Storytelling:** Use storytelling techniques to enhance clarity, engagement, and emotional connection.
- **Build Resilience:** Learn emotional intelligence strategies to manage stage anxiety and maintain composure.
- **Apply and Refine:** Put skills into practice by delivering a TED-style talk followed by personalized expert feedback.

Schedule

- September 16 | 3:00 PM - 7:00 PM
- September 23 | 3:00 PM - 7:00 PM
- September 30 | 3:00 PM - 7:00 PM

Location

- Fondazione Caritro, via Calepina n. 1, Trento

Registration

- Registration is free, we will confirm your spot after a brief evaluation of your profile, but hurry, places are limited.
- [To sign up for the workshop, please use this registration link](#)

Trainer Profile

Michela Catenacci is an expert lecturer and trainer for numerous companies, research centers, and universities, including the University of Trento, Alma Mater Studiorum - University of Bologna, Fondazione Bruno Kessler, CIBio, and ONSCI (Officina di Narrazione della Scienza). Her areas of expertise include Effective Communication, Public Speaking, Science Communication, Debate and Argumentation, and Emotional Intelligence. She is a co-organizer and lecturer for the University of Bologna's "Restart" Camps, focusing on relational and cognitive soft skills for researchers and faculty. Additionally, she co-leads the "Public Speaking for Academics" workshops at UniBO and the "Open Mike PhD" workshop at UniTN. Holding a PhD in Analysis and Governance of Sustainable Development, Michela has extensive international research experience in climate change mitigation and adaptation policies, specializing in decision analysis and stakeholder engagement. Previously, she served as the Director of Communication and Research at Valore D, where she managed media relations, institutional partnerships, and large-scale events. She has also curated and organized numerous TEDx events.

Trasmissioni - raccontare la ricerca is a project by Fondazione Caritro. For more information visit [Fondazione Caritro website](#).