



Trainee Initiative

# EXPLAIN IT TO ME LIKE I'M 5

## WIDENING THE SCOPE OF SCIENCE COMMUNICATION



Tuesday, January 24th



4pm London time (8am PST)

### OUR WEBINAR'S FOCUS:

Why is it important for scientists to communicate with the public (and each other)? And how do we translate science to a broader audience?



Dr. Mark Roberts



Dr. Julius Wesche



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<https://tinyurl.com/iubmbscicom>



## **Webinar Part 1.**

### **Communicating your science with a broad audience**

Dr Mark Roberts is the teaching facilitator and lecturer in biochemistry at the University of Oxford, affiliated with Lincoln College. He is a bacterial biochemist by background with interests in bacterial signalling and protein transport, in particular type IX secretion in *P. gingivalis*.

Mark also has a strong interest in developing bioscience education - in particular how best we can teach practical and data analysis skills. He has also been actively involved in public engagement activities over many years, including museum exhibitions and even making a Jelly Baby explode live on the radio.

Mark has previously served on the FEBS Science & Society Committee along with the Biochemical Society (UK) Education & Public Engagement Committee and their Policy Advisory Panel.

#### **Talk Topic:**

Mark's talk will explore what public engagement is as well as some basic things one should consider when planning a public engagement session. This will include some ideas of different evaluation methods. He will also discuss a 'real world' example of an activity called "Scientific Scissors".

**Talk start time: 4 pm GMT, 8 am PST**



**Dr. Mark Roberts**



**@iubmb\_trainee**



## Webinar Part 2.

### ScicomX: Accelerating science communication with social media

Julius aims to contribute to an accelerated low carbon energy transition and to support scientists to share more of their science online, so that societies are empowered to take smart decisions.

He is a researcher at the NTNU Energy Transition Initiative at the Norwegian University of Science and Technology, and he runs the Science Communication Accelerator, which is a communication agency that supports Universities to build better science communication offers and brand.

Julius is an avid podcaster, running three podcasts, which have garnered cumulatively more than 360.000 streams. He is furthermore currently writing a guidebook on how to use social media for science communication. The book will be published by Cambridge University Press in late 2023.

#### Talk Topic:

Julius's talk will discuss his efforts at ScicomX to accelerate science communication, particularly how to empower scientists, universities, and research organizations to harness social media and podcasts to share more science online.

**Talk start time: 4.30 pm GMT, 8.30 am PST**



**Dr. Julius Wesche**



<https://scicommx.com/>

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