Science Communication and Public Engagement Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving scientific landscape, effective communication and public engagement are paramount for bridging the gap between research and society. Science Communication and Public Engagement Training Course is designed to empower researchers, scientists, and professionals with cutting-edge strategies to disseminate complex scientific ideas in an accessible, engaging, and impactful manner. Participants will develop the skills to translate technical knowledge into compelling narratives, foster trust in science, and build meaningful connections with diverse audiences. With a focus on digital communication, storytelling, media engagement, and outreach strategies, this course ensures participants are equipped to thrive in the modern science communication ecosystem.

Through a combination of interactive workshops, hands-on exercises, real-world case studies, and expert mentorship, this training program provides a holistic approach to science engagement. Participants will gain insights into innovative tools and platforms, enhance their public speaking and presentation skills, and learn evidence-based techniques for engaging both online and offline communities. By the end of the course, learners will not only be proficient in strategic communication, social media engagement, and public outreach, but also capable of designing campaigns that influence policy, education, and public perception of science. This course is a must for those looking to transform research impact into societal influence.

Programme Curriculum

Science Communication and Public Engagement Training Course

Introduction

In today’s rapidly evolving scientific landscape, effective communication and public engagement are paramount for bridging the gap between research and society. Science Communication and Public Engagement Training

Course is designed to empower researchers, scientists, and professionals with cutting-edge strategies to disseminate complex scientific ideas in an accessible, engaging, and impactful manner. Participants will develop the skills to translate technical knowledge into compelling narratives, foster trust in science, and build meaningful connections with diverse audiences. With a focus on digital communication, storytelling, media engagement, and outreach strategies, this course ensures participants are equipped to thrive in the modern science communication ecosystem.

Through a combination of interactive workshops, hands-on exercises, real-world case studies, and expert mentorship, this training program provides a holistic approach to science engagement. Participants will gain insights into innovative tools and platforms, enhance their public speaking and presentation skills, and learn evidence-based techniques for engaging both online and offline communities. By the end of the course, learners will not only be proficient in strategic communication, social media engagement, and public outreach, but also capable of designing campaigns that influence policy, education, and public perception of science. This course is a must for those looking to transform research impact into societal influence.

Course Duration

5 days

Course Objectives

1. Enhance skills in scientific storytelling and narrative design.
2. Develop expertise in digital and social media science communication.
3. Build capacity for public engagement and outreach strategies.
4. Apply evidence-based communication techniques for diverse audiences.
5. Foster trust in science through transparent and ethical messaging.
6. Strengthen science advocacy and policy communication.
7. Promote interactive workshops and citizen science initiatives.
8. Improve science journalism and media collaboration skills.
9. Increase visibility of research through content marketing and digital campaigns.
10. Utilize data visualization and infographics for science communication.
11. Develop strategies for community engagement and participatory science.
12. Enhance skills in crisis communication and managing misinformation.
13. Empower participants to evaluate and measure impact of science communication efforts.

Target Audience

1. Early-career researchers and PhD students
2. University professors and academic staff
3. Science communicators and journalists
4. Policy makers and science advisors
5. NGO and non-profit science educators
6. Digital media specialists in science outreach
7. Public engagement officers in research institutes
8. Citizen science coordinators and community leaders

Course Modules

Module 1: Introduction to Science Communication

- Fundamentals of science communication and public engagement

- Importance of bridging science and society
- Identifying target audiences for research
- Trends in global science communication
- Case Study: Successful community science programs

Module 2: Scientific Storytelling & Narrative Techniques

- Crafting compelling scientific narratives
- Emotional engagement in science stories
- Using metaphors and analogies effectively
- Storyboarding and scripting scientific content
- Case Study: Communicating climate change to the public

Module 3: Digital Media and Online Outreach

- Leveraging social media platforms for science
- Creating viral science content
- Blogging and vlogging for research dissemination
- Analytics and engagement tracking
- Case Study: Social media campaigns by NASA or CERN

Module 4: Public Engagement & Participatory Science

- Community science and citizen engagement strategies
- Organizing science festivals and events
- Interactive workshops and hands-on demonstrations
- Co-creation of research with the public
- Case Study: Citizen science projects like iNaturalist

Module 5: Science Journalism & Media Collaboration

- Building relationships with media outlets
- Press release writing and interview techniques
- Translating technical papers into news articles
- Media ethics in science communication
- Case Study: Health communication during pandemics

Module 6: Visual Communication & Data Storytelling

- Data visualization principles and tools
- Infographics, charts, and interactive visuals
- Video production and animation for science
- Designing effective posters and presentations
- Case Study: Infographic campaigns by WHO

Module 7: Science Policy & Advocacy Communication

- Communicating science to policymakers
- Evidence-based policy briefs and reports
- Strategic messaging for funding and advocacy
- Engaging stakeholders and interest groups
- Case Study: Science policy influence in environmental legislation

Module 8: Evaluation, Ethics, and Crisis Communication

- Measuring the impact of science communication
- Handling misinformation and public skepticism
- Ethical communication principles
- Crisis communication strategies
- Case Study: Vaccine hesitancy communication campaigns

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com