

The Geological Society of America®

GEOCAREERS



GSA PROFESSIONAL DEVELOPMENT

Be Heard & Be Interesting

*Science communication strategies for interacting with
the public, policy makers, and social media*

24 September 2016, 8 a.m.–noon. Professionals: US\$35; students: US\$25;
includes continental breakfast. Limit: 30. Sign up on your meeting registration form
or call GSA Sales and Service, +1-800-443-4472, to add the workshop.

Have you ever struggled to explain your research to a friend? Would you like to be able to tell your Senator your views on policy? Are you interested in having a presence on Twitter but are not sure how? Learn from experts and each other as you hone your public communication and outreach skills, and practice in a safe and comfortable setting.

You will leave knowing how to create clear and concise messages that are targeted to your audience and how to prepare for a media interview. You will learn strategies for using social media, identify opportunities for interacting with lay publics in your community, and gain an understanding of how to approach policy makers on scientific issues.

Sponsored by GSA's Geology & Society Division, Geology and Public Policy Committee, and Geoscience Education Division.



*Communication skills are key to a
successful career and important in
all aspects of life.*

Give yours the attention they deserve.



THE GEOLOGICAL SOCIETY
OF AMERICA®