

Selling the Science

Cedric Tan



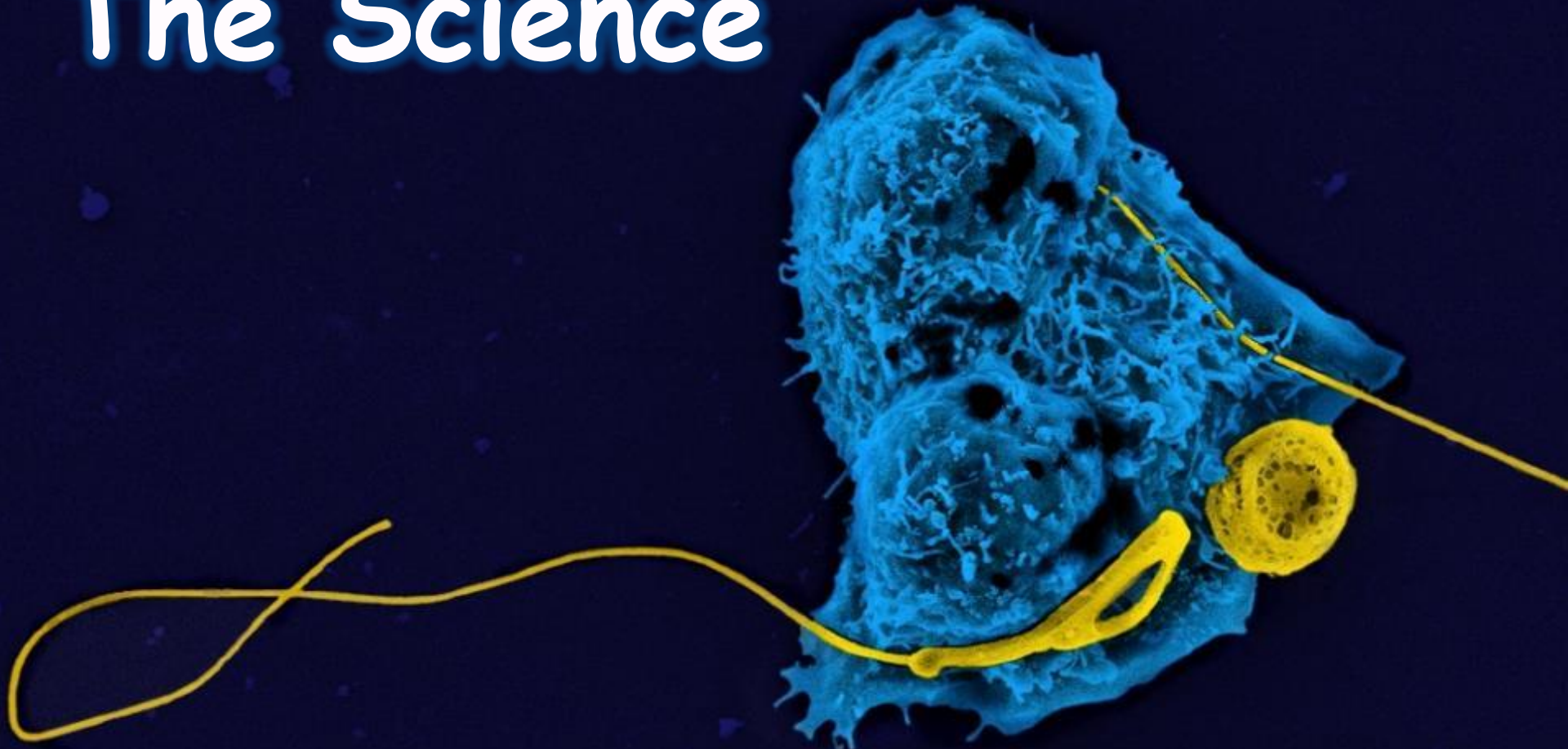
The Science



The Science



The Science



The Outreach



Smell-mediated
response to relatedness



Sperm competition
between related males



Socializing with less
attractive friends

& now...

WILDCRU 
Wildlife Conservation Research Unit

To achieve practical solutions to conservation problems through original scientific research.



Outreach Research
Education

Research



Education



Run Panther Run!



Cash, commons and conservation



Hit me with your best shot

Outreach

- Musical, song, drama, film
- Science and awareness



- Exponential increased in publication
- Increasing specialisation
- More multidisciplinary

A close-up photograph of a human hand reaching out, palm facing forward, against a bright blue sky with a sun flare. The hand is the central focus, with fingers slightly spread. The sun is positioned to the left of the hand, creating a strong lens flare effect that illuminates the scene.

Science Communication

Elements of Science Communication



Elements of Science Communication

Sell

Engage

Expand



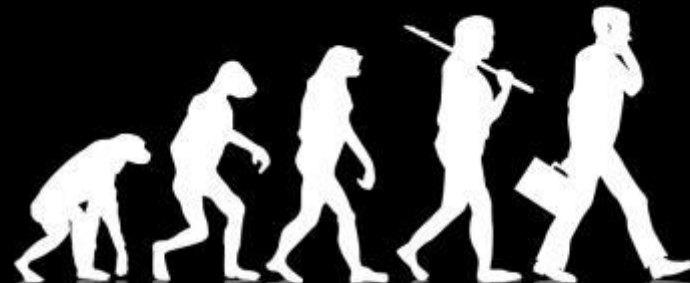
Selling the appeal

- A focus
- Originality
- More visuals

Bad Powerpoint:



- First of all, I believe in Powerpoint. I think it's a great tool for focusing your audience's attention on a particular point. However, Powerpoint has now been used and abused by speakers for years. Far too many presenters rely on it as a crutch, cramming their slides full of text and then reading from them.
- My friend Guy Kawasaki has a 10/20/30 rule about Powerpoint slides. It states that a Powerpoint presentation should have no more than 10 slides, last no longer than 20 minutes, and have no text in less than a 30 point font. I think Guy's rule as written is a little extreme, but he has the right idea. In general, if your slides can stand alone, meaning someone could just read them instead of attending your presentation, then you have too much information on them.
- If I'm giving an hour long talk, I generally have about 15 slides, and they are highly visual with unique rather than stock images. If you must use bullets, please put dark text on a light background so that they are as easy as possible to read.



Engage & reinforce

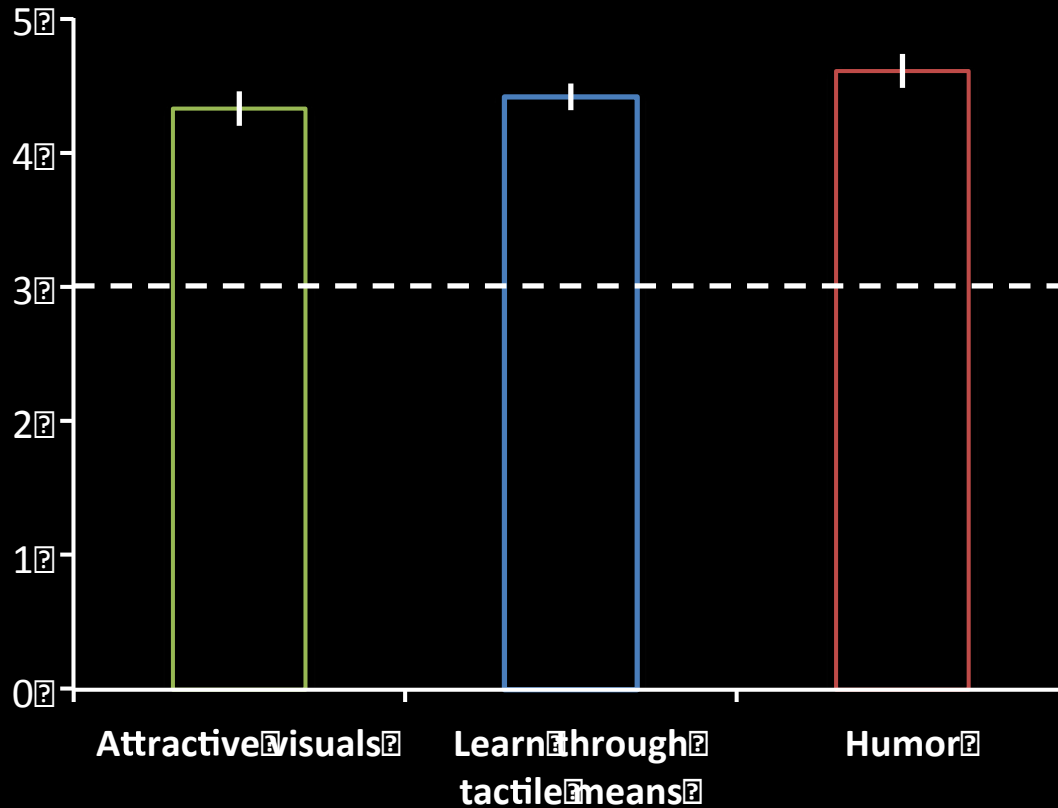
➤ Humour

➤ Repetition

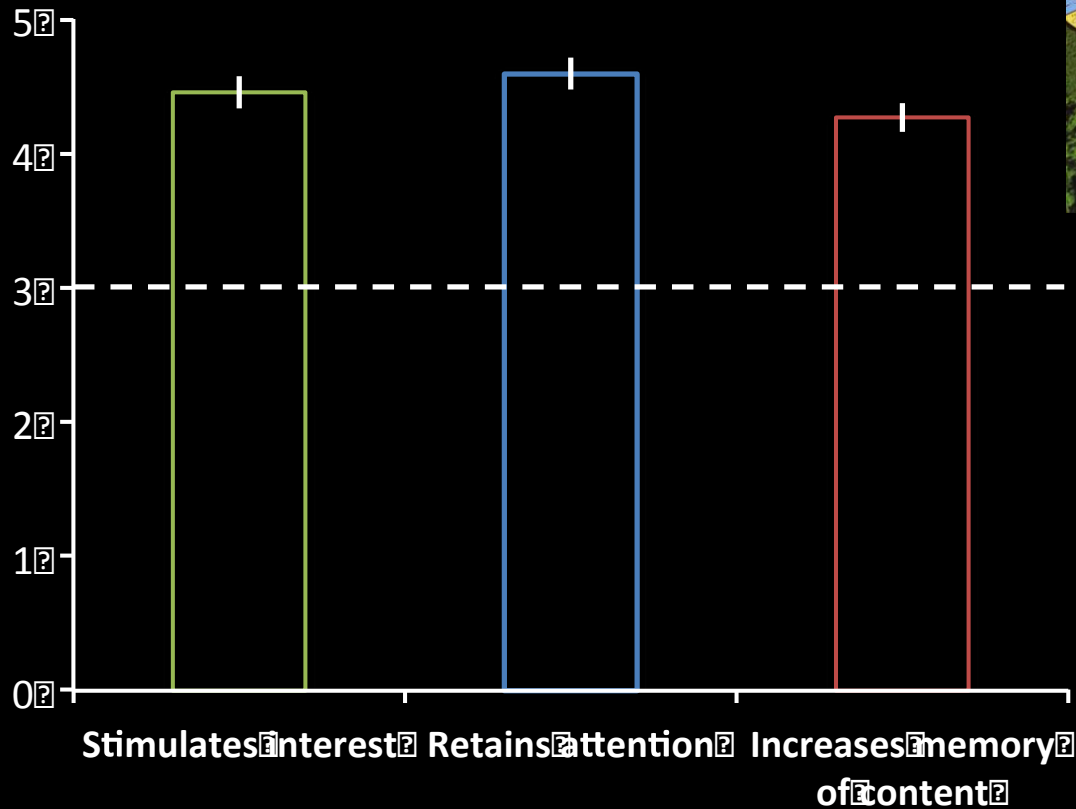


➤ Appeal to the different senses

The games we play



The games we play



Expanding beyond

- Broader implications
- Relating it on a personal level



Dance your PhD

<https://www.youtube.com/watch?v=kqRR9n1SIXI>

Sell
Engage
Xpand



Thank you!

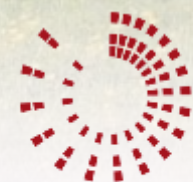
WILDCRU
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GREEN TEMPLETON COLLEGE | OXFORD

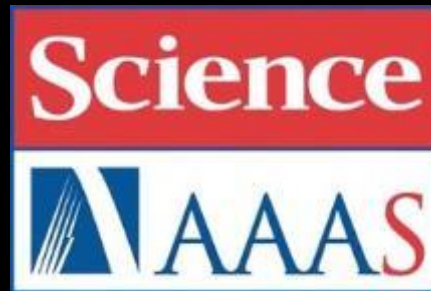


HighWire
Stanford University

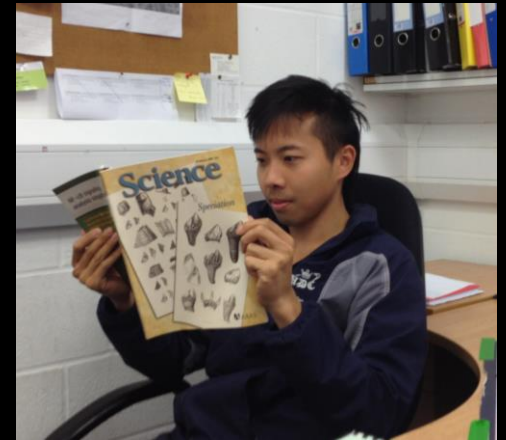
Science Communication



Author



Publisher



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