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## Why people were on Facebook during your talk And other lessons in effective communication for scientists

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Words can inspire, enlighten and motivate; but they can also confuse, frustrate and bore. In this short training, you'll learn how to connect with your audience and explain ideas so that they're not just understood, but have a meaningful impact. Skills covered are:

- Adapting communication goals and strategy to your target audience
- Talking with people who have no idea what you're talking about
- Techniques to keep your audience's interest and attention
- Structuring information into a compelling (and memorable) story
- Staying sharp in high-stress situations

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**Session Classification:** How To Promote Your Research