



SCIENCE COMMUNICATION: SKILLS FOR REAL LIFE

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The process of communicating scientific results requires mastering technical expertise as well as its effective transmission to one's peers and to untrained audiences. While technical knowledge is attained through academic work, acquiring a solid set of communication skills is rarely encouraged in late stages of scientific educational formation. In addition, the importance of communicating science effectively is often overlooked as part of the process of science dissemination.

In this invited talk, successful communication skills will be presented as one of the many individual characteristic features desirable in a leader. The elements of effective science communication will be presented and reviewed in a real-life scenario¹ with practical application.

[1] N. Duarte, *Slide:ology: The Art and Science of Creating Great Presentations*, Sebastopol, CA, 2008, O'Reilly Media.