WRITE IT, SPEAK IT
Effective Communications, the Path to Publication and How to Talk about Your Research

OVERVIEW
After attending “Write It, Speak It: Effective Communications,” attendees should better understand their personal communication styles as well as be equipped with strategies to become stronger verbal and non-verbal communicators.

KEY POINTS
Know Your Communication Style
• Determine if you are open or guarded, direct or indirect. To be successful, you need to first understand how you communicate.
• Know your audience and be able to communicate both technically and non-technically.

Types of Communication
• Technical — research article, poster, presentation, thesis, job interview
• Non-technical — news article, elevator pitch, infographic, press release, social media

Scientific Writing
• Understand what the reader needs and make your words accessible and accurate.
• Use your voice and have a clear take-away message.
• Focus on the big picture, give background information, and describe remaining challenges.
• Edit, edit, edit!

Tips for Being a Good Presenter
• Know your audience (experts, non-scientists, journalists or kids).
• Use clear, precise, jargon-free language.
• Use graphics only if they enhance the presentation.
• Focus on only three take-away messages.
• Adapt your message to meet the audience’s needs.
• Remember that body language and vocal tone count for more than 90% of your message, so relax, focus on intentional and meaningful gestures, make eye contact, and dress for success.
• Practice, practice, practice!

Be Ready with a Short Summary
• Create a 1-2 minute pitch about your research, career goals, and interests.
• Make your message personal and engaging. Be memorable.
• End on a future note (i.e. “Eventually I would like to...”).

Additional Resources
ACS Reactions :: Chemical & Engineering News — learn to write like an expert! :: C&EN Speaking of Chemistry
To access these resources and more, visit acsoncampus.acs.org/resources