



ACS ON CAMPUS

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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