



Upcoming Workshop

Case Studies: How to Tell Better Metrology Stories

Trainer: Laurie Winkless

What?

- A two-day, hands-on workshop
- Designed to help metrologists become more effective communicators
- Practical guidance on writing engaging case studies
- Learn some of the key techniques of science communication, e.g. storytelling, interviews, and working with media
- Develop your own case study
- Leave with the skills to write many more

Who?

- Measurement scientists
- Legal metrologists
- Communications specialists working in the metrology sector

When & Where?

- Mid-2020
- Location to be confirmed

Course Outline

Day 1	Day 2
Welcome and introductions	Visuals: images and other ways to help your case study stand out
Science communication 101: key messages, knowing your audience, choosing your language	Sharing your story: getting the most out of your case study, websites and social media
Storytelling: arcs, formats, tone	Working with journalists: interview expectations and preparation
What works for you: identify your story, and begin to structure it	Speaking to decision-makers: fine-tuning your message
Case study ‘elevator pitches’: talking metrology (to non-experts)	Updated elevator pitches: apply your new skills to update your case study draft

Participants must...

- Provide a brief summary of 2-3 stories they wish to develop – this is part of the application process
- Over the two days of the course, produce an advanced draft of one case study. Some homework required.
- Commit to finalising this case study and sharing it with the APMP network shortly after completing this course
- Write at least two further case studies in the following 12 months

How to apply

Angela Samuel will provide a nomination form – keep an eye on your inbox!

Selection criteria:

- Current provision of communications support within your institute
- Your role and responsibility for the production of case studies
- The quality, relevance and newsworthiness of your proposed case studies
- Willingness to share training resources and learnings with colleagues in your economy