



Science and Communication

2 Day Hands on Workshop on Science and Communication

Saturday- Sunday, 27-28 August 2016 | Time: 0900-1700 hrs

Venue: Training room, Venture Center, 100 NCL Innovation Park

For whom:

Entrepreneurs / Startups

The two-day workshop, organized during a week-end to facilitate participation, will focus on

- The nature of science and the skills needed to master the difficulties in communicating it
- The nature of communication and
- The art and science of repurposing content for communicating to different target groups

The first day will focus on theoretical concepts and the second day will focus on the applications of the principles. The content already produced by the participants will be taken as the material basis of the workshop. This includes papers, posters, brochures, website, PowerPoint files, audio/video materials... During the workshop, the participants will apply the principles to such communication materials, for practice.

Anchor faculty

Mr. K. P. Madhu is presently Science Writing Consultant to the multidisciplinary journal, Current Science. Besides writing, he produces science videos for different audiences. He has written four books and produced more than a hundred science programmes for TV. He has also trained and groomed many media professionals.

Cost: Rs 2000/-

Inclusive of Theory and practical sessions, One-on-one interaction with the expert , Certificate of Participation and Tea and lunch at Venture Center cafeteria

For queries:

Write to
eventsdesk@venturecenter.co.in

More info and registration here: www.venturecenter.co.in/workshops/