



Technical Workshops Series – 2016

## 2 Day Hands on Workshop on Science and Communication

- Organized by Venture Center -

<b>Learn</b>	<p>Entrepreneurs who start out on the basis of innovations in Science and Technology have bigger hurdles to cross than other market oriented entrepreneurs: they have to communicate the science behind their product/service. As Science and Technology education in the country does not stress on communication skills, many scientists end up having difficulties in communicating their research to other scientists in the same field through papers in journals and in conferences. Innovative entrepreneurship requires communication of other kinds. In organizational communication, business communication, marketing communication etc. we have to use text, images and even music to make an impact. Some understanding of the various media of communication is thus relevant to the entrepreneur.</p> <p>The two-day workshop on science and communication addresses these difficulties, lacunae and opportunities. Apply now.</p>
<b>Organized by</b>	Venture Center
<b>For whom</b>	Entrepreneurs / Startups
<b>When</b>	<b>Saturday- Sunday   27-28 August   Time 0900-1700 hrs</b>
<b>Where</b>	Training room, Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008
<b>Contact</b>	Ms. Lipika Biswas   Phone: +91-20-2586-5877   Email: <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a>
<b>Cost</b>	<p>Rs 2000/- per head</p> <p>Maximum <b>20 seats</b>; First-come-first-serve.</p> <p>Register online at: <a href="http://www.venturecenter.co.in/workshops/">http://www.venturecenter.co.in/workshops/</a></p> <p>Note:-</p> <ul style="list-style-type: none"><li>• Fees paid is not refundable and non transferable under any circumstances.</li><li>• Organizers reserve the right to accept or refuse or delay registrations to optimize the composition of the group and to maximize learning for all participants.</li></ul>

Venture Center: <http://www.venturecenter.co.in/>

Contact No: 020 2586 5877; Email: [eventsdesk@venturecenter.co.in](mailto:eventsdesk@venturecenter.co.in)

Facebook Page: <https://www.facebook.com/venturecenterpune?ref=hl>



## Introduction

After looking at the other species on the earth, when David Attenborough turned his attention to human beings, he had this to say: Compulsive Communicators. Though we are indeed compulsive communicators, some of us don't speak too well. Often people misunderstand what we are trying to say.

Though all of us who go through the educational system know how to write, most of us don't write too well. Though most of us who deal with science, have at some time or other made posters, only a few use the tricks of the trade that attract and retain attention. Though as professionals we use PowerPoint, quite often some end up disempowering listeners by merely reading out all the text on the screen. At times we have to make brochures and leaflets also, and after a lot of effort, wonder how other people make such attractive ones.

Though we may be compulsive communicators, we are often bad at communicating. We assume that providing information is enough in communication. We assume that if the other can remember what we say, we have succeeded in communicating. This workshop will make you question these assumptions. It will look at the principles of communication and apply them on your PowerPoint, brochures, posters, videos, press releases, website...

So much in two days?

Yes. A month before the two-day workshop, a Google group of all the applicants will be formed where relevant resources and links will be provided. This is done to improve your knowledge in this field.

The Google group will be used to initiate discussions on important issues. The purpose is to orient your attitudes as a communicator.

Before the workshop, applicants and trainer will be familiar with each other and thus save time during the two day workshop. Having attended to building up relevant knowledge and having oriented attitudes, we can focus on building relevant skills.

You will practice these skills on the communication materials that you have already produced as a start up, as an entrepreneur.

## Course Outline

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

1. The nature of science and the skills needed to master the difficulties in communicating it
2. The nature of communication and
3. 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.

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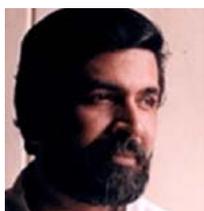
#### Course includes

- Theory and practical sessions
- One-on-one interaction with the expert
- Certificate of Participation issued by Venture Center
- Membership in events mailing list of Venture Center
- Tea and lunch at Venture Center cafeteria

**\*Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.**

- For accommodation (standard and budgeted hotels) please visit:  
<http://www.venturecenter.co.in/puneguide/standard.php>
- For accommodation (deluxe and luxury hotels) please visit:  
<http://www.venturecenter.co.in/puneguide/deluxe.php>
- For local transport details visit:<http://www.venturecenter.co.in/puneguide/taxi.php>

#### Anchor faculty



**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. You can see more about him on [scienceandmediaworkshops.wordpress.com](http://scienceandmediaworkshops.wordpress.com)



Workshop Schedule			
Time	Session title	Lead	Venue
Day 1			
0900 – 0930	Registration		Foyer area
0930 – 0945	Introduction to the course and faculty	Dr. Manisha Premnath	Training Room
0945 – 1100	Lecture 1- Information Education Communication		Training Room
1100 – 1130	Tea / Snacks break		Foyer area
1130 – 1300	Lecture 2 – Communication for Community Action		Training Room
1300 – 1400	Lunch break		Cafeteria
1400 – 1500	Communication: Content, Structure and Function Flows and forces in communication		
1500 – 1530	Tea break		Cafeteria
1530 – 1700	Structure and composition: words, images, text, sounds		
Day 2			
0930 – 1000	Review of Day 1 and queries		
1000 – 1100	Application of theory on selected PowerPoint samples: discussion, demonstration Application of theory on selected Posters		Training Room
1100 – 1130	Tea break		Foyer area
1130 – 1300	Demonstration of editing text: creating more impact with less text Practice		
1300 – 1400	Lunch break		Cafeteria
1400 – 1730	Discussions, demonstrations and practice continue		
	Tea break will be between the session		Cafeteria

The participants will continue to practice and share their improved communication materials using the Google group. Mentoring and guidance will be provided for a week after the two day workshop.

**Application form available at - <http://goo.gl/forms/Mk5FEQlnUr>**

**Last date for receipt of applications 13 August 2016**



## About the organizers



### About Venture Center

Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India.

Venture Center focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.

The Venture Center is a technology business incubator supported by DST-NSTEDB.

For more information, visit <http://www.venturecenter.co.in/>

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