

Public Involvement and Communications: Become an Expert

Science Communication 1.0: Explaining Science, Data and Technical Information to Non-Experts

Being able to communicate clearly and succinctly to a non-scientist is often essential to the success of many environmental projects. In this training you will learn how to:

- Share science and technical information in a way that tells your story simply, accurately, and jargon free.
- Create powerful presentations, graphics, factsheets and other educational materials.
- Tell your story, share your research, in a way that connects you with your audience and gains their trust.

Science Communication 2.0: Improving Your Graphics So Your Data Tells a Story

Prerequisite: Science Communication 1.0

Visual tools such as graphs and charts can be a real asset when conveying complex science and technical information. This training will help you re-think your strategy and transform visual data in compelling ways. You will learn to:

- Create graphs and charts that are both accurate and visually enticing.
- Tell the story that your data captures.
- Engage your audience with new tools.

How to Effectively Engage Stakeholders

Engaging stakeholders is a two-way street. Understanding who your stakeholders are, what they care about and how to communicate to them is just part of the equation. The other part is committing to the level of engagement you seek with your stakeholders. In this training you will learn how to:

- Identify, engage, and build trust with stakeholders.
- Map and prioritize stakeholders.
- Identify best tools for engaging stakeholders.
- Develop a robust “Stakeholder Outreach and Engagement Plan”.
- Understand what level of stakeholder engagement to strive for.

To Tweet or Not to Tweet? Social Media Strategies That Work

Social media is transforming the work of risk communication. Many organizations are leveraging social media tools to help advance their mission. In this training you will learn to:

- Know which social media tool to use and when to use it.
- Develop a robust social media presence before you need it.
- Build your on-line social media community.
- Practice using social media tools.

One-On-One Coaching

We offer coaching for individuals interested in support for specific projects such as an upcoming presentation or briefing. Coaching can include:

- Phone support to review and critique a presentation.
- Online support to provide feedback on a presentation.
- Technical support to improve slides, graphics and images.

Schedule Your Training

We offer these trainings as 1-, 2- and 3-day sessions designed for groups of up to 30 participants. Depth of each topic area is based on individual needs and length of training session. While all trainings have been designed based on our two decades of experience, each training session is customized to your organization's unique needs

Contact us to schedule a training: Hilary@Vedaenv.com or Sarah@Vedaenv.com