



SIMONA CERRATO | 27 APRIL 2023

SCIENTIFIC COMMUNICATION TECHNIQUES: YOUR COMMUNICATION PROJECT

SOME IDEAS

SHORT PUBLIC LECTURE

- what is an exponential curve
- what are the most appropriate electoral systems
- how to live with uncertainties
- ...



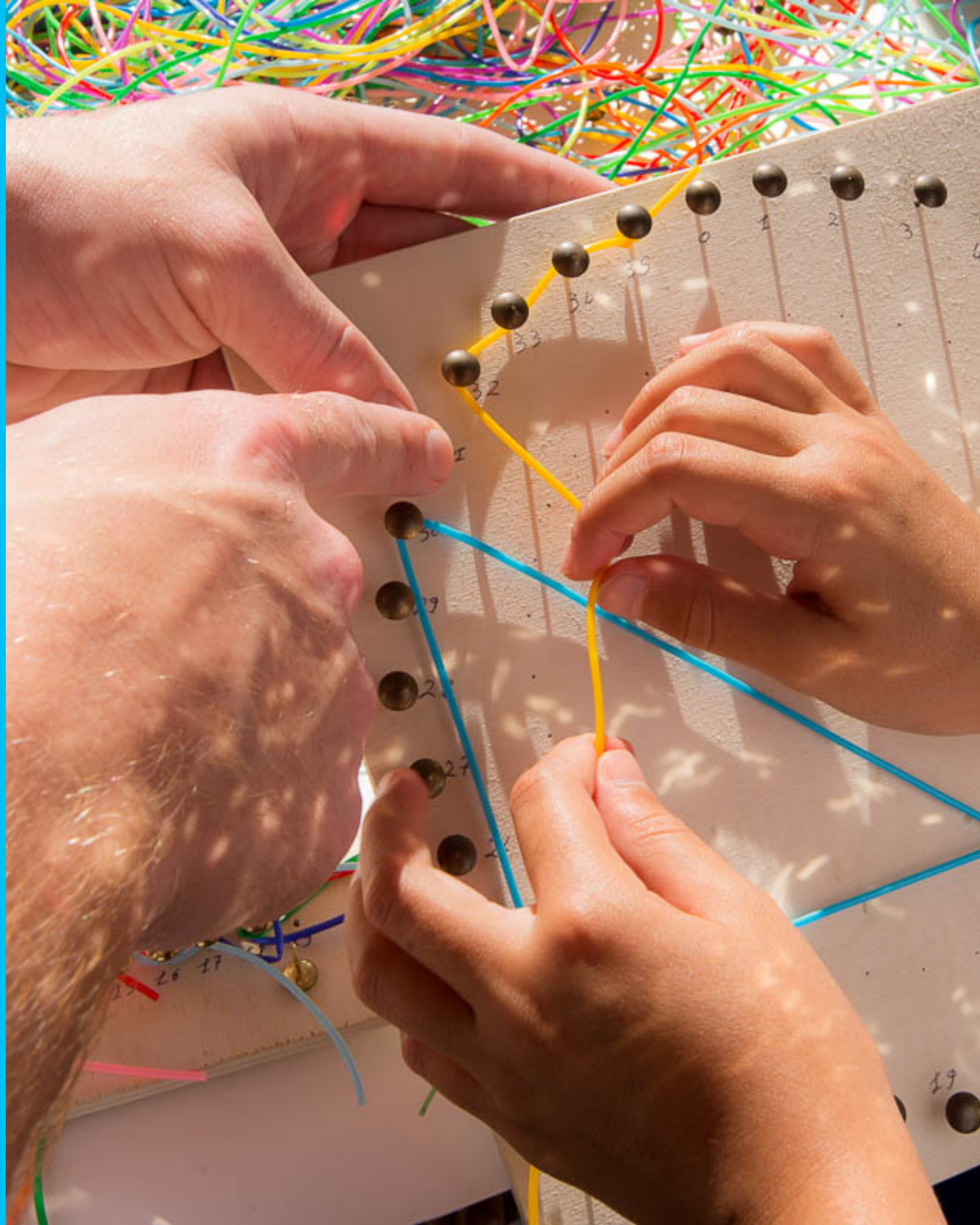
ON STAGE: FAMELABLIKE

- any kind of modern topics in maths research

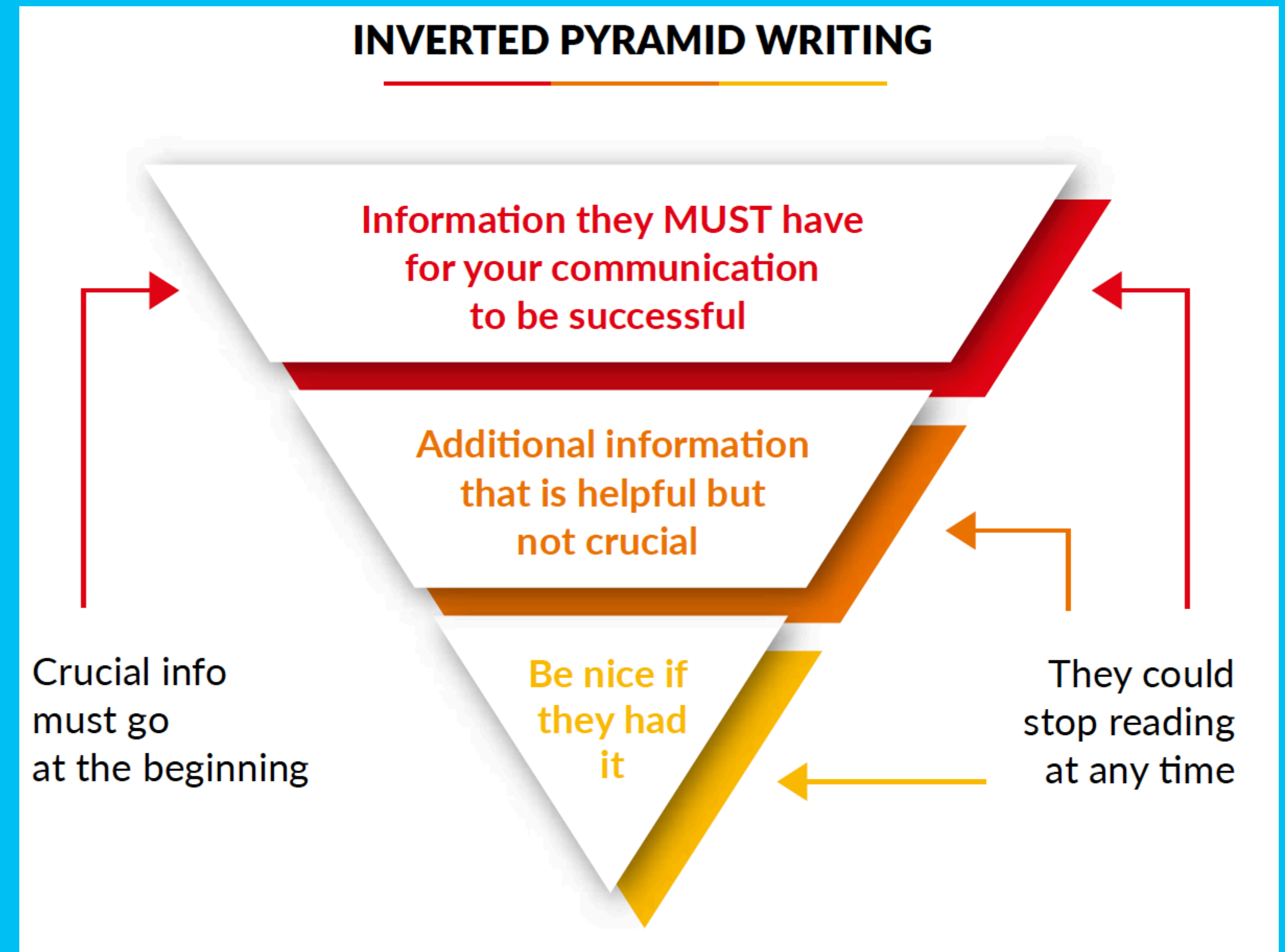


SCHOOL LAB

- hands-on activity to explore any maths topic you like



POPULAR ARTICLE FOR A BLOG



A DISCUSSION GAME

- starting from the ones we developed during classes



A DEMONSTRATION

- starting from the ones we developed during classes



HOW TO PLAN

1. Title of the project:	
2. What are the most important themes of your project?	
3. Who is your intended public?	
colleagues in your field	
the non-specialist general public	
children (what age?)	
schools (what level?)	
teenagers (what age?)	
possible sponsors	
politicians	
journalists	
Other? Specify	

4. What do you think are the needs of your target audience in relation to the themes that you want to address?

5. What are the objectives of your communication project, and what results do you hope to obtain? (be realistic!)

6. What means of communication do you want to use?

formal meetings (for example, lessons, conferences)

informal meetings (workshops, groups and associations)

open days with various activities

educational workshops

interactive and multimedia exhibitions

exhibition panel

information and awareness campaigns

discussion game

citizen science

publications

website and interactive media

Other? Specify

7. What relevant professional experience or qualifications do you or your collaborators have? Do you need any outside help?

8. What is your proposed budget for the project? Is everything taken care of or do you need financial support? (be realistic!)

9. Use the information that you have gathered so far to fill in this table

Types of public in order of preference	Preferred means of communication	Time required from start to end

10. How do you propose to evaluate the impact of your communication project?