



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

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Communicating Science and Technical Skills

Duration: 5 days

On-Site

01 Who Should Attend

- This course is ideal for:
- Scientists, researchers, and engineers??
- Academics and postgraduate??
- Technical professionals and project managers??
- Science communicators, media officers, and public information specialists??
- Corporate and NGO professionals??
- Educators and trainers??

02 About the Course

The Communicating Science and Technical Skills course is designed to enhance participants' ability to effectively convey complex scientific and technical information to diverse audiences. The course bridges the gap between technical expertise and clear, impactful communication — empowering scientists, engineers, and technical professionals to present their work in ways that engage, inform, and inspire understanding and action.

Through interactive sessions, practical exercises, and real-world case studies, participants learn how to tailor their messages for different stakeholders, from technical peers and policymakers to the general public and the media. The course emphasizes clarity, structure, and storytelling in scientific communication, as well as visual and verbal presentation skills essential for impactful engagement.

By the end of the course, participants will be able to translate technical data into compelling narratives, design accessible presentations and reports, and communicate their expertise with confidence, precision, and purpose.



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03 Workshop Objectives

- Increase adoptions of innovations and scientific discovery at the community level
- Bridge the gap between science and society
- Draw the attention of public and private funding sources;
- Attract the interest of potential partners and/or correspondents;
- Enhance the reputation of individual and team researchers at local, national and international level;
- Facilitate financial licensees or industrial implementers to exploit the results and generate market demand for the developed products or services;
- Influence policymakers to develop policies and commit resources that will catalyze the green revolution

04 Module Topics

Module 1: Foundations of Science and Technical Communication

- Understanding the purpose and importance of effective communication in science and technology
- The communication process and barriers to clarity
- Principles of audience-centered communication

Module 2: Translating Complex Information for Diverse Audiences

- Tailoring messages for technical vs. non-technical audiences
- Simplifying jargon without losing accuracy
- Building narratives around data and evidence

Module 3: Writing for Clarity and Impact

- Structuring scientific and technical documents
- Writing concise abstracts, summaries, and reports
- Style, tone, and formatting for professional communication



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Module 4: Visual Communication of Data and Ideas

- Designing clear and persuasive data visualizations
- Using charts, infographics, and visuals to tell a story
- Best practices in presentation slide design

Module 5: Oral and Interpersonal Communication Skills

- Presenting technical information with confidence
- Engaging audiences through storytelling and delivery techniques
- Communicating in meetings, interviews, and collaborative settings

Module 6: Digital and Media Communication

- Communicating science through digital platforms and social media
- Managing credibility and public engagement online
- Writing press releases and communicating with journalists

Module 7: Ethics and Responsibility in Science Communication

- Communicating uncertainty, risk, and limitations transparently
- Ethical considerations in public and professional communication
- Building trust through integrity and openness

Module 8: Practical Application and Capstone Project

- Developing a communication plan for a real or simulated project
- Peer review and feedback sessions
- Final presentations and evaluation