

WORKSHEET FOR SCIENCE CAFÉ TALKS



The ASRC weekly Science Café is an opportunity for interdisciplinary exchange and community building.

When prepping your Science Café talk, as with an elevator pitch, tailor it to your audience. The Science Cafés are quite a mixed audience, only some with expertise in your discipline or science. The challenge is to briefly, in about 5 minutes:

- Introduce how you came to do what you do
 - What is the interesting or difficult problem you are pursuing
 - Why it's significant (why should we care?)
 - Briefly, how you are addressing/solving the problem
 - At the end it's great to spur conversation by discussing some remaining challenges or types of support you might need
 - **Avoid jargon!** Acronyms, instruments, measurement techniques and specific names of biological or nanomaterials may not be known by members of your audience. Assume you are talking on a news program for a general audience.
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How to use this worksheet: Use the prompts to write a few sentences for each topic. Practice with a friend and remember to touch on each of these 4 categories

The Human Story

Making your story personal also makes it memorable. What brought you to where you are today? What is unique about your experiences and the motivation that fuels your work?

The Big Picture

The real world problem your work addresses makes it significant. Who will benefit from this knowledge? In what ways will it make the world a better place?

The Tools

This should be the shortest part of your talk. A few sentences about the techniques or instruments that make your method innovative. What are some interesting insights you have discovered?

The Challenge

To spark further conversation, talk about what some current challenges are. What kind of resources or support are you currently looking for? What can you offer to be a resource to your listeners?