



*The Abdus Salam
International Centre for Theoretical Physics*



2140-9

**Workshop on Entrepreneurship for Physicists and Engineers from
Developing Countries**

3 - 7 May 2010

Basic Communication Skills

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Basic communication skills

Entrepreneurship for physicists and
engineers

ICTP

3 – 7 May 2010

Dr Beth Taylor

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Institute of Physics

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Agenda

- The Institute of Physics
- My background
- Sharing experience – advice on basic communications skills
- Over to you

The Institute of Physics

- Scientific membership society
- Mission: to advance physics for the benefit of all
- More than 36 000 members worldwide
- Member services, advocacy for physics, educational resources
- IOP Publishing is a world leader in scientific publishing and electronic communication
- IOP's other activities have an increasingly international focus:
 - online membership
 - education and training programmes

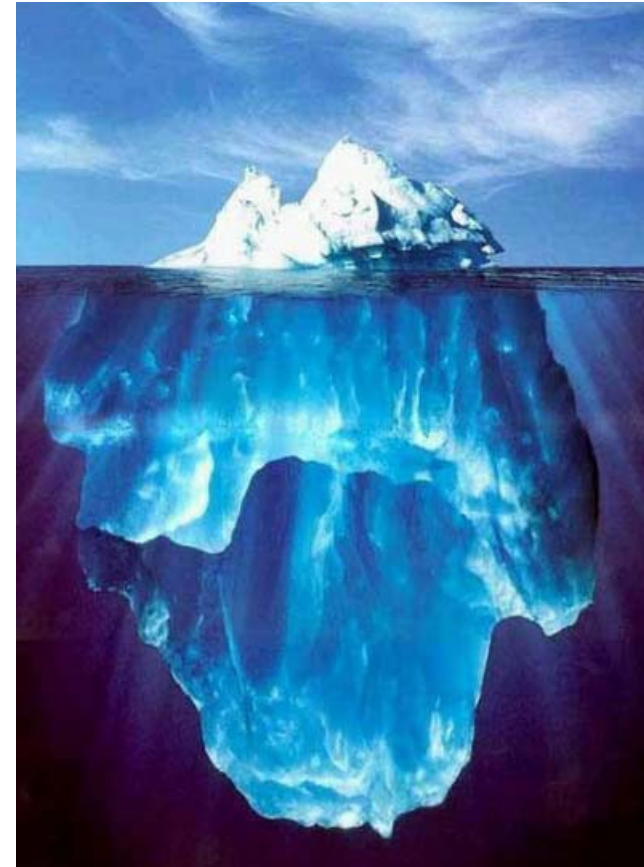
My background

- Degree in natural sciences; PhD in mineralogy
- Civil servant, UK Department of Energy
- Energy policy consultant, Los Alamos National Laboratory
- Energy analyst, UK Atomic Energy Authority
- UKAEA corporate strategy team
- Head of Communications, UKAEA
- Director of Communications, IOP

Communications skills (1)

Three things you really need

- **Belief** in your story, product, offer
- **Confidence** in your own authority
- **Preparation** – the iceberg effect



Communications skills (2)

Before you begin

- Know your **audience**
- Decide on your **key messages**
- Practice your **opening lines**



Communications skills (3)

Engaging with your audience

- **Vital first moments** – introduce yourself, shake hands
- **Make connections** – eye contact, a question, a name check, humour
- Keep up the **energy level**



Communications skills (4)

Design your presentation

- People learn in different ways – use **words, pictures, graphs, Q&A**
- Key messages **in first slide and last**
- Keep it **simple**



Communications skills (5)

Tricks of the trade

- **Make it exciting** – a striking analogy; a surprising statistic
- **Follow up**
- **Third party advocates**



Physics an investment
for the future

Our goals are:	
1 Access to high quality physics teaching for every child	X
2 Funding for science that will keep the UK at the forefront of research	X
3 A fiscal and regulatory environment that fosters science-based innovation	X

The Institute of Physics manifesto is available for download at www.iop.org/manifesto.

IOP Institute of Physics

Communications skills (6)

The magic power of three

- “faster, safer, cheaper”
- “one mission, many activities, a global view”
- Prepare, engage, excite

3

Over to you

- Get together in groups by row
- You have **one minute** to convince me that the n th row (yours) is the best row to sit in
- Choose a spokesperson
- Prepare your case – you have 10 minutes
- Present – you have 1 minute
- Which row will I believe and why?



Promoting physics, supporting physicists