

Abstract, Audience Evaluation Keynote by Beth Taylor:

The presentation will examine different objectives for scientific communication – to influence, empower, advertise, enthuse and educate. Drawing on the presenter's professional experience, it will illustrate examples of each type of communication, including the choice of audience, the issues to be conveyed, and the mechanisms chosen to do so. It will conclude with some personal tips on effective communication.

Biography:

Beth Taylor is Director of Communications and External Relations at the Institute of Physics (IOP), responsible for the Institute's relationships with stakeholders in the UK and internationally, including media relations, public affairs, science outreach activities and web developments. She also leads the Institute's international activities, including the physics for development programme which supports education and training for physicists in the developing world. Beth was previously Head of Communications for the UK Atomic Energy Authority. She has a BA and PhD in earth sciences from Cambridge University, and worked in the UK and USA as a civil servant, an energy analyst and a corporate strategist before moving into communications.