



SciCommTO Conference 2020

February 21 - 22, 2020

CONFERENCE PROGRAM

Experienced science communicators and newcomers alike join forces to tackle the biggest issues in science communication today!

PRESENTED BY:



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Welcome to the first ever SciCommTO Conference!

ORIGINS

In 2016, a small group of intrepid scientists were hanging out in the MaRS atrium, discussing opportunities to bring science to the public in an engaging way. Believing that science should be a fundamental part of Canada's culture and society - and not just the purview of scientists - SciCommTO was born. Run by a savvy group of volunteers, the network expanded over the years to include not just scientists, but artists, journalists, event planners, content creators and others from communities both within and outside academic science and the GTA. Now managed by RCIScience and Ryerson University's SciXchange, we are delighted to bring you what we hope will be the first of many SciCommTO Conferences!

THE CONFERENCE

The SciCommTO Conference 2020 brings together a diverse group of delegates and organizations with over 120 journalists, practitioners, academics, influencers and researchers attending.

The conference is your space to challenge, argue, debate, inform and connect with some of the best talent and thinking in Toronto's science communication scene. We hope you have an informative and thought-provoking time, and leave full of new ideas, with lots of new friends and colleagues!

SCHEDULE

We are humbled by the amazing people who submitted workshop proposals for this pilot initiative. What a stimulating and diverse programme we have - all made up of sessions that have been suggested and run by you. SciCommTO is a network that is truly run by its members, for its members – so thank you for putting forward a huge range of session ideas.

With a mix of panel discussions, workshops and presentations, our schedule features a host of opportunities to wade in and learn more about inclusive storytelling, content creation, evaluation techniques, youth engagement and so much more. Everyone has a story. We hope this conference helps you find or refine yours and share it with us.

And don't forget to join us for our favourite science variety show, *Spark After Dark*, on Friday night. Featuring science-themed musical performances, makeup tutorials, drag, demonstrations and games, this is your chance to relax and soak up some of our local SciComm heroes in action!

Lastly, we'd be remiss if we didn't thank IdeaMosaic for their organizational support, and NSERC for the generous grant that allowed us to get this dream off the ground.

We look forward to meeting you!



Carrie Boyce
Programs Manager,
RCIScience



Kirsten Vanstone
Executive Director,
RCIScience



Leigh Paulseth
Science Enrichment & Outreach
Coordinator, SciXchange



Dr. Emily Agard
Director,
SciXchange

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The conference has a mix of plenary and breakout sessions. With so much great content, we are sorry that you will, occasionally, have to choose between two or more interesting sessions. Some workshops are space-limited, due to room size or workshop design. The schedule notes workshop capacity, where applicable. If you arrive to a session and find that it is at capacity, please move to another one.

If you wanted to attend a particular session but couldn't due to a scheduling conflict or capacity issues, let us know. You will have the opportunity to provide feedback about the conference both at the event and retrospectively via anonymous survey. Your feedback and support are invaluable to helping us shape a better program next time.

CODE OF CONDUCT

As this conference takes place on Ryerson University's campus, we ask that all delegates adhere to [The Student Code of Non-Academic Conduct](#).

FACILITIES

WiFi is available on site:



Network: RUSecure
Username: IKSOguest
Password: Studies@Rye2018

Quiet Room - Available in room CUI 314 (Friday) and ENG 105 (Saturday). Speak to a volunteer for details.

Washrooms - Accessible, all-gender washrooms are available at both conference locations. Note, however, that washroom access at the CUI is exceptionally limited on Friday. As such, you may wish to be strategic about your comfort breaks!

Coat Rack - An unsupervised coat rack will be available at both conference locations. Secure bag storage is not available so you may wish to travel light where appropriate.

Schedule at a Glance - Friday, February 21

📍 Centre for Urban Innovation, 44 Gerrard Street East

- 10:00 - 11:15** **SCICOMM 101 | CUI 317**
An introduction to the who, what, where, when, why and how of science communication.
- 11:00** **REGISTRATION | GROUND FLOOR**
- 11:00 - 12:15** **SCICOMM SHOW & TELL | CUI 303**
Highlighting the amazing work of the SciCommTO Network and various science communication initiatives throughout the GTA! Meet experienced science communication presenters, content creators and artists.
- 12:30 - 1:45** **LUNCH & PANEL: IF I HAD A MILLION DOLLARS | CUI 317**
If you had a million dollars to spend on one area of Canadian science communication, what would you spend it on?
- 1:45 - 2:00** **BREAK**
- 2:00 - 3:30** **CONCURRENT BREAKOUT SESSIONS:**
- | | | | |
|--------------------|---|---|--|
| 2:00 - 2:45 | Fostering Dialogue for Public Engagement with Science (30) CUI 219 | 'Podagogy': The Power of Podcasting as a Tool for Science Communication (50) CUI 317 | The Art of Telling Better Scientific Stories (30) CUI 303 |
| 2:45 - 3:30 | Panel: Are we Selling or Selling Out Science? (35) CUI Atrium | | |
- *Numbers in brackets refer to room capacity
- 3:30 - 3:45** **REFRESHMENT BREAK | 3RD FLOOR**
- 3:45 - 4:45** **HOW TO SUCCEED IN SCICOMM | CUI 317**
Panellists share their experiences establishing careers in science communication. From consulting to writing to influencing, discover more about the unusual career landscapes in science communication, and how you can stand out from the crowd.
- 4:45 - 5:30** **SPEED NETWORKING | CUI 317**
It's like speed dating, but for building your network! A fantastic opportunity to meet lots of different people working across the science communication field. (Pro tip: bring lots of business cards!)
- 7:00 - 9:30** **SPARK AFTER DARK | SUPERMARKET, 268 AUGUSTA AVE.**
A prime opportunity for us to put theory into practice, with a diverse group of Torontonians taking the stage to get creative about the world around us in the form of spoken word, comedy, song, dance, and more!

Schedule at a Glance - Saturday, February 22

📍 George Vari Eng. & Comp. Centre, 245 Church Street

8:15 REGISTRATION OPENS | GROUND FLOOR

9:00 - 10:30 PANEL: CANADA VS THE WORLD | 3RD FLOOR ATRIUM

A panel discussion exploring the state of science communication in Canada and other countries, including the UK and US. What are some of Canada's unique challenges and opportunities, and what can we learn from our peers elsewhere?

10:30 - 10:45 BREAK

10:45 - 12:45 CONCURRENT BREAKOUT SESSIONS:

	Atrium	ENG 101	ENG 102
10:45 - 11:15	Who is a Scientist? Why does it matter?	Hook, Line and Sinker: How to Write a Headline	Communicating to Diverse Practitioner Audiences
11:15 - 11:45	Understanding Science Capital	Embedding Inclusive Practices in Scientific Communication	Leveraging Creative Storytelling
11:45 - 12:45	Reaching Diverse Audiences	Social Media for SciComm: Tips & Tricks	

12:45 - 1:45 LUNCH | 3RD FLOOR

1:45 - 2:30 CONCURRENT BREAKOUT SESSIONS:

	Atrium	ENG 101	ENG 102
2:30 - 2:45	Creative Solutions to Misinformation	Indigenous Knowledge and Science Communication	Interviewing: The Art of Asking Questions
2:45 - 3:45	Measuring Up: The Art of Evaluation	Visual Communication Toolkit	Communicating With Intent
3:45 - 4:00	BREAK		
4:00 - 5:00	What's Curriculum Got To Do With It?	Video Production	Scaling Your Talk

Schedule - Friday, February 21

📍 Centre for Urban Innovation, 44 Gerrard Street East

10:00 - 11:15

SCICOMM 101 | CUI 317

This workshop is designed to introduce students and professionals to the science communication realm prior to the official start of the conference. It will give a brief overview of the Canadian context and introduce key players, acronyms and concepts that will be encountered over the course of the conference. Attendees can expect to meet some cool people who share an interest in SciComm, reflect on their own SciComm goals and values, and learn a bit more about the sector. All are welcome to attend.



Ki-Youn Kim | Chemical Institute of Canada | @kiyoun_k

With a Master's in Science Communication from Laurentian University, Ki-Youn uses her evidence-based scicomm knowledge and skills at the Chemical Institute of Canada in various projects. She also freelances in scicomm and shares #SciCommSunday tips on Twitter.

11:00

REGISTRATION | GROUND FLOOR

11:00 - 12:15

SCICOMM SHOW & TELL | CUI 303

This informal session is just one of the ways we will be highlighting the amazing work of the SciCommTO Network and various science communication initiatives throughout the GTA! You'll meet experienced science communication presenters, content creators and artists. Featuring science education initiatives and creative events, SciArt and even a confectionary delight!

12:30 - 1:45

LUNCH & PANEL: IF I HAD A MILLION DOLLARS | CUI 317

If you had a million dollars to spend on one area of Canadian science communication, what would you spend it on?



Moderator: Dr. Emily Agard | SciXchange, Ryerson University | @ProfAgard

As Director of SciXchange at Ryerson University, Emily is dedicated to making science accessible, engaging and inclusive of all groups and is mentor to many youth in the community. Emily has a PhD in Immunology and teaches at Ryerson in addition to managing science enrichment activities and mentoring programs.



Jesse Hildebrand | Exploring By The Seat of Your Pants | @ebtsoyp

Jesse is a wide ranging science communicator most known for founding Science Literacy Week. He also produced Story Collider and is currently VP at Exploring By The Seat of Your Pants. He has too much personality, and will talk endlessly about Marvel and the Blue Jays.



Dr. Marianne Mader | Canadian Association of Science Centres | @MarianneMader

Marianne is the Executive Director for the Canadian Association of Science Centres (CASC), one of the largest membership-based associations of informal science learning organizations in Canada, collectively reaching more than 8 million citizens per year.



Anthony Morgan | Science Everywhere | @whereisscience

Anthony is an Entrepreneur, Science Presenter, Experience Designer, Radio/Television Host and PhD researcher who's been named one of CBC's top ten millennial changemakers. He is the founder of Science Everywhere.



Ivan Semeniuk | The Globe and Mail | @IvanSemeniuk

Ivan covers science for The Globe and Mail. A career science journalist, editor and broadcaster, he has previously worked for the journal Nature, New Scientist magazine and Discovery Channel.

1:45 - 2:00

BREAK

2:00 - 3:30

'PODAGOGY': THE POWER OF PODCASTING AS A TOOL FOR SCIENCE COMMUNICATION | CUI 317

Have you ever considered starting a science-themed podcast? Or wondered what features listeners find most engaging? Drawing on evidence-based practices, this workshop explores the key science communication strategies that popular science podcasts use to get listeners interested in science learning. Discover how to create engaging content through practical, hands-on activities, including how to get people involved in your podcast, how to connect with guest speakers, and how to run a dynamic podcast interview.



Kylie Byne | Science North; OurScience podcast | @ivegotscience

Kyelle is a podcast enthusiast with a Masters in Science Communication from Laurentian University. She uses evidenced-based SciComm practice to inform her role as a grant writing professional at Science North, and frequently extolls her love of science on the OurScience podcast.



Raif Douthwaite | Speak on Your Feet | speakonyourfeet.org

Entrepreneur, & public speaking mentor, Raif is the producer and manager of Lumières. Inspiring & sharing science through candid interviews with experts worldwide. He founded Speak On Your Feet to help people become confident, engaging communicators through applied improvisation.



Eloïse Ashworth | Speak on Your Feet | speakonyourfeet.org

Marine scientist, podcaster & public speaking mentor, Eloïse hosts Lumières to inspire & share science through candid conversations with experts worldwide. She founded Speak On Your Feet to help professionals become confident, engaging communicators through applied improvisation.

2:00 - 3:30

THE ART OF TELLING BETTER SCIENTIFIC STORIES | CUI 303

This workshop provides practical strategies from linguistics and rhetorical studies to help you craft a variety of scientific communications for a diverse range of audiences. Understand models for better communication based on careful linguistic and rhetorical analysis of published articles, abstracts, and other genres. Explore strategies for online forms of scicomm, including blogs and crowdfunding proposals, and discover practical tips on crafting compelling narratives that ethically communicate your science. All levels of experience welcome.



Dr. Ashley Rose Mehlenbacher | University of Waterloo | @watscicomm

Ashley Rose Mehlenbacher is an Assistant Professor at the University of Waterloo and an Ontario Early Researcher Award holder. She is the author of the book *Science Communication Online* (Ohio State UP, 2019).

Ashley will present this workshop together with several researchers from Waterloo University, including Andrea Jonahs, Brad Mehlenbacher, Carter Neal, Devon Moriarty, George Lamont and Megan Lynn Selinger.

2:00 - 2:45

FOSTERING DIALOGUE FOR PUBLIC ENGAGEMENT WITH SCIENCE | CUI 219

As scicomm moves away from the “knowledge deficit” model and one-way communication, dialogue becomes a collaborative process. It sees all participants - experts, laymen, extroverted, introverted - as having knowledge and a voice to contribute, stressing active listening for mutual understanding. This interactive session builds on established research to engage participants with creative, non-traditional activities that seek to give everyone a voice, not just those comfortable speaking, and to build skills in effectively facilitating dialogue about science.



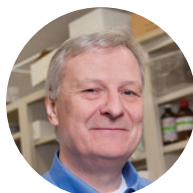
Celia Du | Freelancer | @prof_cesium

Inspired by her time engaging diverse youth with science, Celia Du pursued an MSc in Science Communication & Public Engagement at the University of Edinburgh. She is now a freelance science communicator and filmmaker, working with organizations like RCIScience and RASC Toronto.

2:45 - 3:30

PANEL: ARE WE SELLING OR SELLING OUT SCIENCE? | CUI ATRIUM

There's a natural tension between use of scientific communication by institutions and other agendas such as philanthropy. This panel will address the issue from both sides - the need to attract awareness and support and the need to ensure what is communicated is not hyperbole or exaggeration. This relates to trust in science, especially when there is misrepresentation of facts and over-promising of, for example, cures.



Moderator: Dr. Jim Woodgett | Lunenfeld-Tanenbaum Research Institute | @jwoodgett

Jim is a science advocate and strong proponent of the need for effective communication of science. As the Director of Research at LTRI he teaches ethics and exposition to graduate students but his laboratory interests are in a different form of communication within cells (signal transduction).



Kate Allen | The Star | @katecallen

Kate writes about science and technology for The Star. She is interested in all things great and geeky – from particle physics to paleontology and everything in between.



Kelly Grant | The Globe and Mail | @kellygrant1

Kelly is a national health reporter for The Globe and Mail, with a special interest in the intersection of politics and health, drug pricing and medical aid in dying.



Amanda Ferguson | Sinai Health Foundation | @ByAmandaFergie

Public Relations Manager at Sinai Health Foundation. Amanda previously worked at CityTV and CBC.



3:30 - 3:45

REFRESHMENT BREAK | 3RD FLOOR

3:45 - 4:45

HOW TO SUCCEED IN SCICOMM | CUI 317

Panellists share their experiences establishing careers in science communication. From consulting to writing to influencing, discover more about the unusual career landscapes in science communication, and how you can stand out from the crowd.



Moderator: Dr. Samantha Yammine | Science Sam Media | @heysciencesam

Samantha is a Neuroscientist & Science Communicator who has become a leader in digital science communication through her platform as Science Sam on Instagram. She shares anything science, anywhere & everywhere to empower everyone to participate in science!



Dr. Eugenia Duodu | Visions of Science Learning | @EugeniaDuodu

As CEO of Visions of Science Network for Learning, Dr. Eugenia leads a motivated team as they strive to make a meaningful impact in communities through STEM. Their mandate is a perfect reflection of her goal: making a long-lasting positive impact in communities through STEM engagement and in-turn allowing youth to unlock their potential.



Andy Forest | steamlabs | @codepoet127

Andy's passion and purpose are to empower kids to invent the future! Andy consults with science centers and educators around the world and has inspired thousands of social innovators at conferences all over the world. As the co-founder of STEAMLabs, Andy has helped develop programs for hundreds of thousands of participants at diverse makerspaces, science centres, libraries and other locations around the world.



Misha Gajewski | Freelancer | @mishagajewski

Misha is a freelance journalist, educator and a senior producer / co-host for The Story Collider Podcast. Her work has appeared on Vice, CTV News, and Mic, among others. She's also a script writer for the award-winning YouTube channel SciShow.



David Manly | The Hospital for Sick Children | @davidmanly

David has written for CMAJ and Scientific American, press releases for EurekAlert, U.S. science exams, and published in a book of the best science writing. He now works at SickKids doing science communication and outreach with children in the hospital and communities across the GTA.

4:45 - 5:30

SPEED NETWORKING | CUI 317

It's like speed dating, but for building your network! A fantastic opportunity to meet lots of different people working across the science communication field. (Pro tip: bring lots of business cards!)



Spark After Dark

Friday, February 21 | 7 - 9.30 PM

Supermarket, 268 Augusta Ave.

Sit back, relax and enjoy the show as some local SciComm heroes put theory into practice and take the stage to get creative about the world around us.

Featuring science-themed musical performances, makeup tutorials, drag, demonstrations and games, this is one variety show you won't want to miss!

A complimentary ticket is included with your conference registration but friends are welcome! Register on [Eventbrite](#) using promo code *SciCommTO* for discounted tickets.



Schedule - Saturday, February 22

📍 George Vari Eng. & Comp. Centre, 245 Church Street

8:15

REGISTRATION OPENS | GROUND FLOOR

9:00 - 10:30

PANEL: CANADA VS THE WORLD | 3RD FLOOR ATRIUM

A panel discussion exploring the state of science communication in Canada and other countries, including the UK and US. What are some of Canada's unique challenges and opportunities, and what can we learn from our peers elsewhere?



Moderator: Dr. Imogen Coe | Ryerson University | @ImogenRCoePhD

Imogen is a professor, scientist, cell biologist, advocate & activist for inclusive science communication & public engagement, science policy & cultural change. In addition to her work as a research scientist in cell biology, Dr. Coe is internationally recognized as a Canadian thought leader in the area of equity, diversity and inclusion (EDI) in science, technology, engineering and math (STEM). She has advised academia, government and industry on best practices and approaches to improve EDI in STEM, particularly in the Canadian post-secondary education (PSE) sector.



Dr. Chantal Barriault | Laurentian University | @chantalonwatin

Chantal is the Director of the Science Communication Graduate Program at Laurentian University, delivered in partnership with Science North, a world leading science centre in Sudbury, ON, where she spent 25 years of her early career!



Clint Jacobs | Walpole Island Land Trust

Clint is Anishnaabe from Bkejwanong – Walpole Island First Nation. Clint is part of the Walpole Island Heritage Centre's Natural Heritage Program and founder and president of the Walpole Island Land Trust. He is also a member of the National Aboriginal Council on Species at Risk.



Dominic McDonald | Royal Institution | @TheOxfordDom

Dom is the Head of Education at the Royal Institution in the UK. His role is to bring together all of the Ri's existing and future activities for young people to enrich their experience with science. He has worked in schools, science centres, science festivals, learned societies, the civil service, and now the Ri.

10:30 - 10:45

BREAK

10:45 - 11:15

WHO IS A SCIENTIST? WHY DOES IT MATTER? | ATRIUM

Science communication cannot be dissociated from the scientists behind it. In a world where facts matter less than we might like them to, let's deconstruct the image of a scientist and how it fits into our society, examining 'typical' attributes and habits of scientists, and co-creating a shared vision of who a scientist is - and why it matters.



Alon Eisenstein | Pueblo Science | @puebloscience

Alon is the director of education at Pueblo Science, where he coordinates events, trains volunteers, designs activities, performs science magic tricks and demonstrations, and conducts research on the impact of Pueblo Science's professional development program for science teachers.

10:45 - 11:15

HOOK, LINE AND SINKER: HOW TO WRITE A HEADLINE | ENG 101

The first way most people will interact with your scicomm project is through a headline. Whether it's an article, an event, a video, or a tweet, you have to give your audience a reason to read on. In this practical workshop, experienced science communicator Jon Farrow will introduce some best practices for writing headlines, before splitting into groups to critique existing headlines and craft new ones. Come with some lacklustre headlines or descriptions that need sprucing up and a grudging appreciation for clever wordplay.



Jon Farrow | CIFAR | @farrowjon

Jon is an experienced communicator who crafts engaging science stories for traditional and social media. Now at CIFAR, he has researched, produced, written, and presented for organizations including the Edinburgh Science Festival, the Science Museum, and the Royal Institution.

10:45 - 11:15

YOU NEED MORE THAN ONE TRICK UP YOUR SLEEVE: COMMUNICATING TO DIVERSE PRACTITIONER AUDIENCES | ENG 102

What we continually rediscover is that diverse audiences require diverse methods of engagement. In this presentation, Dr. Laura Huey shares some of the different tools and strategies used to increase access to research among practitioners, and to enhance their understanding of how research works and how findings can be used to inform policy and practice.



Dr. Laura Huey | Canadian Society of Evidence Based Policing; University of Western Ontario | @LauraHueyUWO

Laura is Director of the Canadian Society of Evidence Based Policing & Professor of Sociology at the University of Western Ontario. She is also a member of the College of New Scholars of the Royal Society of Canada & a Senior Research Fellow with the Police Foundation.

11:15 - 11:45

UNDERSTANDING SCIENCE CAPITAL | ATRIUM

The term 'Science Capital' sprang out of the UK about 5 years ago, but what exactly is it and how does it help us understand patterns in science participation? Join us for a look at how this conceptual tool evolved beyond education research for broader use in practice and policy. Come prepared to reflect on your own science capital and embrace a new way of thinking, or describing, your approach to science communication and STEM engagement!



Carrie Boyce | RCIScience | @boyceterous_rex; @RCIScience

Carrie is an established STEM engagement manager specializing in schools outreach and public engagement to promote lifelong learning and widen participation. With over 10 years' experience working in SciComm, it's fair to say she's become a Jack of all trades, master of some.

11:15 - 11:45

BREAKING THE HABIT: EMBEDDING INCLUSIVE PRACTICES IN SCIENTIFIC COMMUNICATION | ENG 101

In this interactive workshop we'll view basic strategies and understandings of inclusive communication through a SciComm lens. We will cover issues of privilege, performative allyship and bystander intervention, and share actionable strategies to use our privilege as an advantage to embed inclusion in scientific communication.



Ana Sofia Barrows | Rotman School of Management | @Sofia_Barrows

Ana Sofia has an educational background in Physics, and Leadership & Inclusion. Graduated from Ryerson University and currently working towards her Canadian Inclusion Professional designation, she has led multiple initiatives focused on advancing EDI (equity, diversity and inclusion) in STEM & academia.

11:15 - 12:45

LEVERAGING CREATIVE STORYTELLING | ENG 102

While there are many approaches to good science communication, storytelling is a powerful tool for connecting with audiences. Using a combination of lecture slides and written and oral group exercises, this workshop will discuss the ways and theory behind why storytelling can be used to effectively communicate science. Topics covered will include general communication tips, what narratives and narrative arcs are, and how we can use narrative elements in different mediums.



Dr. Cylita Guy | University of Toronto | @CylitaGuy

Cylita is an experienced scientist and science communicator. She spent 10 years working at the Ontario Science Centre, started a kids citizen science program, organizes ComSciCon Canada, and is writing her first kids book.



Krishana Sankar | University of Toronto | @krishanasankar

Krishana is a sought-after speaker, an award winning & published doctoral fellow at the University of Toronto. Her research uses cool devices to study cells in the pancreas! When she isn't doing science, she talks about science. She also enjoys dancing and hiking!

11:45 - 12:45

REACHING DIVERSE AUDIENCES | ATRIUM

We all know that we need to know our audience when designing an event or program. Many scicomm programs are created with the intention of reaching diverse communities in order to funnel strong, diverse, scientific minds into STEM fields. But how well do we know the audiences we are trying to reach? Participants of this workshop will have the opportunity to learn from members of diverse communities about how best to reach and engage community members.



Amber Sandy | SciXchange, Ryerson University | @ambersandy

Amber is the Coordinator of Indigenous Knowledge and Science Outreach at SciXchange. A member of Neyaashiinigmiing First Nation, Amber's work focuses on integrating Indigenous and western science in her approach to conservation, environmental science and education.



Dr. Roopali Chaudhary | Lotus STEMM | @chaudr8

Roopali is the CEO & Lead Researcher at the nonprofit Lotus STEMM, a networking & leadership platform for South Asian women in STEMM fields. She also owns a custom cake bakery, (C6H12O6)3 i.e. SugarKube, with a passion for science-themed cakes, & "edible" scicomm.



Camilo Garay | Visions of Science Network for Learning | @visionsofsci

Camilo leads the development of all new programs and initiatives at Visions of Science.



Clint Jacobs | Walpole Island Land Trust

Clint is Anishnaabe from Bkejwanong – Walpole Island First Nation. Clint is part of the Walpole Island Heritage Centre's Natural Heritage Program and founder and president of the Walpole Island Land Trust. He is also a member of the National Aboriginal Council on Species at Risk.



Francis Jeffers | Canadian Multicultural Inventors Museum

Francis is the Founder and Past Executive Director of the NSERC award winning Visions of Science Network for Learning and Curator/President of the Canadian Multicultural Inventors Museum.

11:45 - 12:45

SOCIAL MEDIA FOR SCICOMM: TIPS & TRICKS | ENG 101

Neuroscientist & Science Communicator Samantha Yammine (@science.sam / @heysciencesam) shares her best practises for audience-first storytelling, alongside tips and tricks for engaging folks with your science through social media! Whether you're a daily tweeter or it's your first time sharing science publicly, come ready to hone modern communication skills that can be applied to any career and any type of science.



Dr. Samantha Yammine | Science Sam Media | @heysciencesam

Samantha is a Neuroscientist & Science Communicator who has become a leader in digital science communication through her platform as Science Sam on Instagram. She shares anything science, anywhere & everywhere to empower everyone to participate in science!

12:45 - 1:45

LUNCH | 3RD FLOOR

1:45 - 2:30

CREATIVE SOLUTIONS TO MISINFORMATION | ATRIUM

This workshop will outline a novel strategic framework for science communicators to address the spread of misinformation. The group will then engage in a facilitated discussion game to explore the pros and cons of specific strategies.



Anthony Morgan | Science Everywhere | @whereisscience

Anthony is an Entrepreneur, Science Presenter, Experience Designer, Radio/Television Host and PhD researcher who's been named one of CBC's top ten millennial changemakers. He is the founder of Science Everywhere.

1:45 - 2:30

INDIGENOUS KNOWLEDGE AND SCIENCE COMMUNICATION: CREATING SPACE FOR COMMUNITY SPECIFIC SCIENCE PROGRAMMING | ENG 101

A presentation about bringing Indigenous knowledge and science together, with a look at how to appropriately approach the topic, why community specific programming is so important and how the science community can support it.



Amber Sandy | SciXchange, Ryerson University | @ambersandy

Amber is the Coordinator of Indigenous Knowledge and Science Outreach at SciXchange. A member of Neyaashiinigmiing First Nation, Amber's work focuses on integrating Indigenous and western science in her approach to conservation, environmental science and education.

1:45 - 2:30

INTERVIEWING: THE ART OF ASKING QUESTIONS | ENG 102

Many producers of scicomm content are not experts on the topic they want to communicate, so they have to talk to the experts. The process of interviewing can be intimidating, but it doesn't have to be. In this practical and informal session, experienced interviewers will field questions about questions and provide tips for making the most of a researcher's precious time, covering everything from interview preparation to the art of the follow-up.



Jon Farrow | CIFAR | @farrowjon

Jon is an experienced communicator who crafts engaging science stories for traditional and social media. Now at CIFAR, he has researched, produced, written, and presented for organizations including the Edinburgh Science Festival, the Science Museum, and the Royal Institution.



Cynthia MacDonald

For almost two decades, Cynthia has worked as a science reporter for numerous publications at both the University of Toronto and York University. Most recently, she served as Communications Specialist for CIFAR. She has interviewed scientists working in virtually all fields of endeavour, from astrophysics to zoology. A former television host and radio reporter with CBC and TVOntario, she has also conducted frequent onstage interviews with the Toronto Public Library's "eh List" program.

2:30- 2:45

BREAK

2:45 - 3:45

MEASURING UP: THE ART OF EVALUATION | ATRIUM

“We measure what we value and we value what we measure.” Even with the best of intentions, funders won’t continue to support projects that aren’t getting results. Counting visitors, feedback forms and cherry picking quotes are tools that can provide some insight, but never give the whole picture. This workshop will look at innovative and robust approaches to evaluating SciComm activities. Explore evidence-based techniques that help prove we’re achieving what we set out to do and quantifiably improve how we’re doing it.



Carrie Boyce | RCIScience | @boyceterous_rex; @RCIScience

Carrie is an established STEM engagement manager specializing in schools outreach and public engagement to promote lifelong learning and widen participation. With over 10 years’ experience working in SciComm, it’s fair to say she’s become a Jack of all trades, master of some.



Celia Du | Freelancer | @prof_cesium

Inspired by her time engaging diverse youth with science, Celia Du pursued an MSc in Science Communication & Public Engagement at the University of Edinburgh. She is now a freelance science communicator and filmmaker, working with organizations like RCIScience and RASC Toronto.

2:45 - 3:45

VISUAL COMMUNICATION TOOLKIT | ENG 101

This workshop highlights the key elements needed to create effective visual science communication products. The first half will focus on fundamental principles of graphic design including layout, colour theory, typography along with image/icon sourcing and accessibility. The second half will cover the application of these tools in creating science communication products including infographics, academic posters, and social media campaigns.



Julia Krolik | Pixels and Plans; Art the Science | @yuliakrolik

Julia is the founder of Pixels and Plans, a creative agency for research, and Art the Science, a Canadian SciArt non-profit. Her diverse background enables a rare cross-disciplinary empathy and she continuously advocates for effective research communication with the public.

2:45 - 3:45

COMMUNICATING WITH INTENT | ENG 102

Recent research has demonstrated that effective science communication needs to consider how people learn, what they value, and how design and language can impact engagement. Our "Communicating with Intent" framework focuses on identifying the values and needs of specific audiences in order to shape communication goals, essential messages, frames, and delivery. Participants will leave with a deeper appreciation of what it means to "know your audience," and a practical tool to guide them through the essential message development of future presentations.



Michelle Reid | Laurentian University | @reidskii

Michelle is an Instructor and Technical Advisor for the Science Communication Graduate program co-lead by Laurentian University and Science North. She has led courses in Understanding Audiences and Issues, Design Theory, Traditional Media Production, and Presenting Research.

3:45- 4:00

BREAK

4:00 - 5:00

WHAT'S CURRICULUM GOT TO DO WITH IT? | ATRIUM

When creating science communication content, youth are often seen as the “low hanging fruit”. While they may be one of the easiest audiences to access, they are, in reality, one of the most challenging groups to engage well. Research shows that having positive interactions with role models from an early age can shape academic and career goals, so science engagement with this high stakes group needs to be done well. Explore some ways to effectively engage youth in formal (school) and informal (community) settings and build a roadmap to engage youth at their level.



Camilo Garay | Visions of Science Network for Learning | @visionsofsci

Camilo leads the development of all new programs and initiatives at Visions of Science.



Leigh Paulseth | SciXchange, Ryerson University | @SciXchangeRU

Leigh coordinates science outreach programs at SciXchange for youth & the general public. She manages Soapbox Science Toronto, Let's Talk Science & other outreach events at Ryerson. Her passion for the environment is seen in her science communication and community engagement.



Talveen Singh | Let's Talk Science | @ms_tsingh

Talveen is an occasional teacher with the Peel District and Upper Grand District School Boards. She graduated from Western University with a B.Sc and a B. Ed, with a specialization in STEM Education and is interested in making science education accessible, equitable and fun for all students.

4:00 - 5:00

VIDEO PRODUCTION | ENG 101

Hold onto your butts - this is a Spielberg crash course in 60 minutes. There will be something for all levels of experience. Together, we'll create a short video for social media.



Jocelyn Bentley | Science Media Creator | @SciMediaCreator

Jocelyn is a science media creator, producing, directing and editing video and 360° projects. Her series Step Inside Your Stem Career has been screened for students across Canada. She's currently working on a natural history mini-series about the Great Lakes.

4:00 - 5:00

SCALING YOUR TALK | ENG 102

Ever wondered how you can scale your talk in length or depth? This workshop will combine theory and practice to provide you with tools to scale your talk depending on your audience and the time frame you are given. You can tell the same story and convey the same message in 3 minutes or 3 hours. Participants are encouraged to come with a story or research idea in mind.



Dr. Sara Mazrouei | @SciCommSara

Sara is a planetary scientist and a science communicator with a passion for sharing the wonders of the universe with the public. She has a PhD from the University of Toronto and currently works on multiple education and outreach efforts.