Communicate on your scientific results

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Abstract

When a scientist has some good results, proved by an article accepted in a science journal, his job isn't finished. He or she has to communicate beyond the scientific community. Why ? There are many reasons for that : improving his scientific reputation, searching funds, informing the citizen, initializing industrial collaborations... Communication skills are today one of the essential skills for a scientist.

Unfortunately, scientists rarely know how to do that. But they can be helped by the communication services of their employer, which can for example make a press release about the result, and send it to journalists. They can also learn how to vulgarize and communicate for different kinds of public.

This talk aims to give a few keys to communicate efficiently.

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