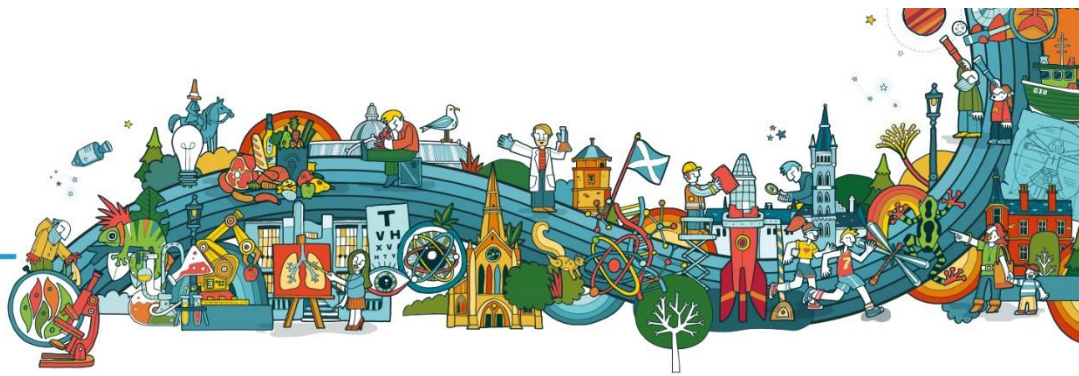




**GLASGOW  
SCIENCE  
FESTIVAL**

**TRAINING OPPORTUNITIES**





## TRAINING

### Public Engagement

How can you engage the community with your work? Discover the 'what', 'why' and 'how' of public engagement with this hands-on course led by experienced PE professionals. How can events be tailored for different audiences? How can you hone your written and verbal communication skills for a lay audience? Learn about some commonly used engagement formats, from family days to panel discussions and hands-on activities. This training can be delivered as an introductory half-day workshop or a series of 'hackathon'-style workshops leading up to a specific event, such as Glasgow Science Festival. Training is delivered bespoke to your ability-level and objectives.



### Social Media and Research

Discover the power of social media for communicating research and engaging with the public online. This interactive course is aimed at those new to or unsure how to best utilise social media. You will learn the basics of Facebook, Twitter and Instagram. How do social media channels differ in their functionality and demographics? What makes a 'good' or 'bad' update? What are the measures of success? What are the do's and don't's? We will explore the ways in which social media can be used to support your research goals, for public engagement and for effective event promotion.

### Research on Film: Practical Video Creation

Learn the basics of planning, filming and editing your own short video. Explore why video content represents over 70% of internet traffic and get hands-on to create your own short, engaging, shareable piece of film. Discover how videos can be used to disseminate your work or engage the public, quickly expanding your reach. This practical workshop will equip you with the skills and knowledge you need to get started using simple tools like a digital camera or smartphone. We'll show how easy – and fun – it is to share your research on film!



### Away Days

Why not book one of our training sessions for your next staff Away Day? Whether it's creating a video or trying some hands-on science activities, our training offers ample opportunity for group work and team-building. It's also a lot of fun!



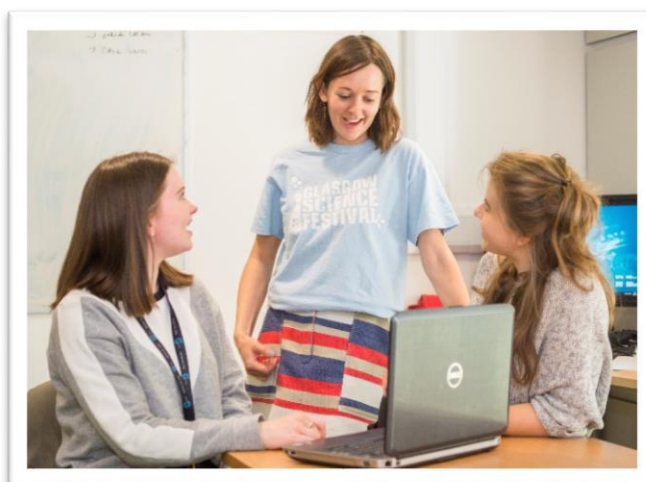


## TESTIMONIALS

*“It gave me knowledge and confidence to begin engaging with social media.”*

*“Zara was very engaging and inclusive. She encouraged us to try and experiment with zero previous experience. Thank you!”*

*“Really good practical course with skills that can be used straight away! All very well explained.”*



*“It was a new and really enjoyable experience. There wasn’t anything that I didn’t enjoy.”*

*“Very useful course. I feel much more confident about using these tools. Thanks!”*

*“Really liked the course – learned lots of practical skills.”*



*“This has shown me how to make an effective video – I learned about sound, lighting and editing. Great session!”*

*“Now I have specific tools that I can use when I make my own videos for my work.”*

**To discuss our training options and pricing, please contact the Festival Director, Dr Deborah McNeill:  
[Deborah.McNeill@glasgow.ac.uk](mailto:Deborah.McNeill@glasgow.ac.uk)  
or telephone 0141 330 5370**

