Think tanks and research institutes are complex ecosystems, made up of multiple actors with interdependent roles and responsibilities. Both researchers and communications officers are assessed on the quality and quantity of their output. But what exactly does this mean: visibility, impact, or something else entirely? This training day begins with the background: the search and weighing of evidence, the building of trust and consensus, and the ‘reaching and turning’ of audiences. It aims to give researchers and communications staff, as well as selected science journalists, the chance to see how ‘the other side’ works.

NB: Interactive sessions follow each brief lecture. These are for MIXED groups (i.e. people should sit with new faces from the outset) of around five people. Here we share ideas and expertise not only ‘vertically’ from lecturers, but also ‘horizontally’ among fellow participants. For each interactive session, the audience should discuss in groups, elect one rapporteur per table, write consensus-based notes, then share their views with the plenary.

09:00  COFFEE, TEA, MEET AND MINGLE

09:30  WHY ARE WE HERE?

- Words of welcome and reasons for joining from each of the workshop partners.
- Focus on who ‘we’ are, what we represent, and what we want out of this workshop: both lecturers and participants (Ethos)

10:00  FOR TRUST OR THE TRUTH?

- Why do we tend to trust family members and authority figures? What professions and institutions do people trust worldwide, according to major surveys? What are the feedback loops between research, reporting, opinion polls and policymaking?
- Focus on scientific consensus, skepticism and denial. Focus on ‘balanced’ media reporting and populist cherry picking, e.g. on vaccine safety. (Logos)
11:40  AUDIT YOUR AUDIENCE!

- For whom are we working, e.g. as public servants? Who are we trying to influence? What are we trying to project: integrity, expertise, or benevolence?
- Focus on classical and modern methods of persuasion, including the privileged role of medical scientists. (Pathos)

14:00  CUT TO BE LEAN!

- Why should we tailor content for different target audiences? How can we distill research into blogs and articles for the general public and briefs for policymakers?
- An exercise in global health broadcasting and ‘narrowcasting’.

15:40  SPREAD YOUR SEED!

- How to use social media safely and effectively to promote or share health research?
- An exercise in social awareness: seeing, acting and engaging from other perspectives.
THURS. 10 MAY
DATA STORYTELLING & VISUALISATION

Our minds are hardwired to process visual information more effectively than simple text. At a time of ‘extreme broadcast’ where we are challenged to be more effective communicators, the ability to use storytelling and visualisation techniques becomes more relevant than ever. With the surge of information via social media and the worrying ‘fake news’ trend, the use of data and again, storytelling becomes critical. This training day aims to equip participants with the basic tools for better visual and data storytelling. It will provide resources and techniques to tell honest, compelling and effective stories, tailored to the field of global health.

09:30 COFFEE, TEA, MEET AND MINGLE

10:00 STORYTELLING IS THE UNICORN
- Why storytelling is more important than ever
- Storytelling 101

11:20 BREAK

11:40 SEE TO BELIEVE?
- Visual communications, types of data visualisations
- How to choose the right visualisation for your content?

13:00 LUNCH

14:00 SHOW ME THE DATA!
- Where to find data?
- How to process data? Statistical charts dos and don’ts.
- When numbers lie. Rise of fact-checking sites.

15:20 BREAK

15:40 HANDS ON
- Quick exercises to test your knowledge
- Q&A

17:00 END
# COURSE COORDINATORS & CORE TRAINERS

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<tr>
<th>NAME</th>
<th>AFFILIATION</th>
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<th>ROLE</th>
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<tbody>
<tr>
<td>Howard Hudson</td>
<td>UNU</td>
<td>UK</td>
<td>Course coordinator</td>
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<tr>
<td>Diego Salama</td>
<td>UNU</td>
<td>Bolivia / Italy</td>
<td>Associate coordinator</td>
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<tr>
<td>Carolina Rodriguez</td>
<td>UNOG (ex)</td>
<td>Argentina / Chile</td>
<td>Lecturer</td>
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