



Science Communications

The Art of Developing a Clear Message

Sunday, Aug. 20 • 1:15 pm to 4:30 pm
Marriott Marquis • Liberty Salon M

A joint American Chemical Society/Royal Society of Chemistry symposium

Division Sponsor: PRES

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The goal of this symposium is to share stories and tips on how to positively and effectively communicate chemistry. The symposium will include perspectives from practicing chemists and chemical communicators on how they communicate with various audiences. It will also include an opportunity for audience members to develop and practice an elevator pitch on their chemical research.

Schedule of Events:

MODERATOR: **Jennifer Maclachlan**, *Chair of ACS Committee on Public Relations & Communications*

1:15 pm – 1:25 pm: Opening Remarks

Allison Campbell, *President, ACS*

Sir John Holman, *President, Royal Society of Chemistry*

Thisbe K. Lindhorst, *President, German Chemical Society*

1:25 pm – 2:10 pm: Secrets of the Great Science Communicators: The Grady-Stack Award Address

Thomas A. Hager, *University of Oregon*, winner of the James T. Grady-James H. Stack Award for Interpreting Chemistry for the Public

2:10 pm – 2:50 pm: Positive Chemistry Communication: Panel Discussion

MODERATOR: **Sir John Holman**, *RSC President*

PANELISTS: **Raychelle Burks**, *St. Edward's University*; **Matt Hartings**, *American University*;

Suze Kundu, *University of Surrey*; and **Ben Valsler**, *Chemistry World, RSC*

2:50 pm – 3:20 pm: Essentials for an Elevator Pitch that Introduces Your Science to Everyone

Nick Milanovich, *The Speaking Scientist*

3:20 pm – 4:30 pm: Science Communication Practicum: Interactive Session to Practice Pitching Science

Allison Campbell, *ACS President*

**Reception Honoring Tom Hager, winner of the
Grady-Stack Award for Interpreting Chemistry for the Public**

Washington Convention Center, South Pre-Function
4:45 pm – 6:00 pm