Media Training: Impactful Storytelling for Researchers

Course Overview

This online session explores how researchers can communicate their work with clarity, impact, and confidence across a range of contexts. Designed for scientific audiences, the lecture focuses on storytelling techniques that help make complex ideas memorable, persuasive, and engaging — without oversimplifying the science.

Led by professional communication coach **Dan Ford**, the session draws on storytelling principles used in public speaking, teaching, media, and digital communication, and applies them specifically to research-led presentations.

Course Aims

By the end of the session, participants will:

- Understand how to structure research communication as a clear and compelling story

- Learn techniques for making data-driven content more engaging and memorable

- Gain tools to improve delivery, presence, and audience connection

- Be better equipped to adapt their communication style across different formats and audiences

Course Content

The session will cover:

- Storytelling structures for research communication

- Framing complex ideas clearly for non-specialist and specialist audiences

- Bringing data to life through narrative, contrast, and emphasis

- Creating memorable moments within talks, lectures, and presentations

- Principles of confident, authentic delivery

- Adapting communication for presentations, lectures, pitches, and video

The focus will be on practical frameworks and examples that researchers can apply immediately to their own work.

Who Should Attend?

This session is suitable for:

- Researchers at any career stage

- Scientists presenting their work in academic, public engagement, or interdisciplinary settings

- Anyone seeking to strengthen the clarity and impact of their spoken communication

No prior experience in public speaking or storytelling is required.

Format

This is an **online lecture-style session** delivered live via Zoom across the CMM Failsafe Network.

The session will include:

- A structured presentation

- Live polls and moderated interaction

- Q&A

Details

Date: 11th March 2026

Time: 13:00 (UK time)

Course length: 1.5 hrs

Delivery method: Online via Zoom

How to apply: to book, please visit the dedicated FAILSAFE website to book your place by **clicking here**.