

RSB Training Programme: Writing for a Non-Specialist Audience

How to write in an interesting and easy-to-read way while ensuring your message remains scientifically robust and accurate.

Who is the course aimed at?

Scientists in academia or industry hoping to improve the way they communicate with non-scientists, or for anyone hoping to develop their blogging and science writing skills.

What does the course cover?

- The principles of great writing
- Writing for different audiences & explaining complex concepts
- Online writing
- Blogging & Social Media
- Sourcing information & an introduction to media law
- Writing as a profession / working in science communication

The course will be run in an interactive style, where participation of course attendees will be encouraged.

Further information

Course tutor **Rebecca Nesbit** is a science press officer with a particular interest in blogging and online communications. She works on the communications for the Nobel Prizes, and her previous roles include press officer at the Society of Biology, PR consultant for science and tech companies, and teaching honeybees to detect explosives.

Course tutor **Tom Ireland** is a journalist and editor specialising in science, health and society who has written for *The Observer*, *Scientific American* and *The Biologist*. He is managing editor at the Society of Biology.

Feedback from attendees:

“Very good examples and use of personal experiences to explain concepts”

“Really enjoyed the course – very informative and useful”

Contact

For more information and to register your interest, please [contact](#) our training officer.