

# 2025 Science Communication Symposium

## Transformative Science Presentations: How to Connect with and Change Your Audience

Wednesday, February 26, 2025 | 8:30 am – 12:30 pm | Bioengineering Room 110, 68 President Street

No matter the activity – speaking to a conference room of 500, explaining your research in front of a poster, or participating in a three-minute thesis competition – presenting should feel like leading a friend to a destination that you want to share with them. In this introduction to the fundamental elements of science communication, we'll focus on understanding audience experience and designing presentations that are enticing, enjoyable, and effective for the people you want to reach. In addition, people often cite public speaking as the thing they fear the most. Through a combination of understanding the underlying issues, creating personal models for mitigating apprehension, and some basic sympathetic nervous system calming exercises, this talk will explore tools to transform public speaking anxiety into anticipation.

8:30 am	Breakfast & Networking
9:00 am	Welcome & Introductions
9:10 am	<b>Part I - Transformative Science Presentations: How to Connect with and Change Your Audience</b> Brian Sostek, University of Minnesota
10:00 am	Break
10:15 am	<b>Part II - Transformative Science Presentations: How to Connect with and Change Your Audience</b> Brian Sostek, University of Minnesota
11:00 am	Break
11:15 pm	<b>Turning Speaking Anxiety into Anticipation</b> Brian Sostek, University of Minnesota
12:15 pm	Q&A

### About the speaker:

For over two decades, Brian Sostek has served as a faculty member at the University of Minnesota within the College of Liberal Arts. Mr. Sostek has implemented evidence-based communication strategies in various workshops and classes, particularly at the Center for Immunology and the Masonic Cancer Center. In 2020, he initiated the first graduate course focused on science communication at the School of Nursing and the Clinical and Translational Science Institute, subsequently introducing an additional course in the Rehabilitation Science Graduate Program. Furthermore, he has instructed undergraduate research and writing courses in the Honors Program, including the widely acclaimed class titled "Fear, Failure, and Catastrophe: How to Talk with Strangers." In 2023, he was honored with the Award for Faculty Contribution to Honors Education and received a nomination for the John Song Award in recognition of his contributions to the Clinical and Translational Science Institute. Brian Sostek is an award-winning writer, choreographer, director, performer, and educator, distinguished for his integration of performing arts techniques into oral science communication.