This interactive session introduces participants to general principles in how to craft short, clear, conversational statements, intelligible to nonscientists, about what you do and why it matters. The session consists of an interactive presentation and discussion on interpreting technical material using examples and analogies to illuminate unfamiliar concepts to your audience. The plenary will address problems and solutions in public interactions as well as peer-to-peer communication. Participants will be actively engaged in improvisation exercises and will practice clarity in speaking to non-scientists about their work.

**September 20, 2018**
Reception 5:00pm - 6:00pm
Plenary talk 6:00pm - 7:30pm
Beckman Institute Auditorium
405 North Mathews, Urbana