



# PERSUASIVE COMMUNICATION BOOTCAMP

JULY 14 – JULY 17, 2025 | Instructor: Edward Schiappa | [professional.mit.edu/pcb](https://professional.mit.edu/pcb)

*Note: All times are US Eastern Daylight Time. Schedule is subject to change.*

## MONDAY, JULY 14

### EFFECTIVE PERSUASION I: THE PUBLIC SPEAKER

9:00-9:30 AM	Intros, Logistics, Program Overview
9:30-10:30 AM	Lecture: Persuasive Presentations
10:45-11:00 AM	BREAK
11 AM-12:00 PM	Introduction Exercise
12:00-1:00 PM	LUNCH BREAK
1:00-2:30 PM	Performing Persona, Lecture & Exercise
2:30-2:45 PM	BREAK
2:45-3:45 PM	Best Practices in Slide Design
3:45-4:45 PM	One-on-One Diagnostic Meetings

## TUESDAY, JULY 15

### EFFECTIVE PERSUASION II: THE MULTI-MEDIA SCITECH SPEAKER

9:00-10:30 AM	Persuasion Theory in a Digital Age (plus exercise)
10:30-10:45 AM	BREAK
10:45 AM-Noon	Persuasion through Peripheral Processing (plus exercise)
Noon-1:00 PM	LUNCH BREAK
1:00-2:30 PM	Introduction to Data Visualization (plus exercise)
2:30-2:45 PM	BREAK
2:45-4:00 PM	Story-telling as Persuasion (plus exercise)
4:00-5:00 PM	One-on-One Diagnostic Meetings



PROFESSIONAL EDUCATION



LIVE Virtual

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## WEDNESDAY, JULY 16

### ADAPTING MESSAGES & MEDIA TO AUDIENCES

9:00–10:30 AM	Adapting Messages to Audiences (plus exercise)
10:30–10:45 AM	BREAK
10:45–Noon	Managing Your Social Media Persona (plus exercise)
Noon–1:00 PM	LUNCH BREAK
1:00–2:30 PM	AI-Assisted Communication (plus exercise)
2:30–2:45 PM	BREAK
2:45–4:15 PM	Intercultural Adaptation (plus exercise)
4:15–5:00 PM	One-on-One Diagnostic Meetings

## THURSDAY, JULY 17

### ADAPTING MESSAGES & MEDIA TO AUDIENCES

9:00–10:30 AM	Visual Persuasion (plus exercise)
10:30–10:45 AM	BREAK
10:45 AM - Noon	Scientific & Technical Communication Challenges
Noon–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Presentations in a Digital Age
2:30–2:45 PM	BREAK
2:45–3:45 PM	Devising Your Professional Communication Plan Exercise
4:00–5:00 PM	Certificates Awarded, followed by final one-on-one diagnostic meetings