



PERSUASIVE COMMUNICATION BOOTCAMP

JULY 11–JULY 14, 2022 | Instructor: Edward Schiappa | professional.mit.edu/pcb*Note: All times are US Eastern Daylight Time. Schedule is subject to change.*

MONDAY, JULY 11

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 Credibility Lecture & Exercise
2:30–2:45 PM	BREAK
2:45–4:15 PM	Best Practices in Slide Presentations
4:15–4:45 PM	One-on-One Diagnostic Meetings

TUESDAY, JULY 12

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	Presentations in Digital Media (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	“Would You Rather” Speech Exercise
4:00–5:00 PM	One-on-One Diagnostic Meetings



PROFESSIONAL EDUCATION



LIVE Virtual

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WEDNESDAY, JULY 13

ADAPTING MESSAGES & MEDIA TO AUDIENCES

9:00–10:30 AM	Adapting Messages to Audiences
10:30–10:45 AM	BREAK
10:45–Noon	Message Adaptation Exercise
Noon–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Cultural Differences (Guest Speaker Dr. Bhaskar Pant)
2:30–2:45 PM	BREAK
2:45–4:15 PM	Intercultural Adaptation Group Exercise (Schiappa)
4:15–5:00 PM	One-on-One Diagnostic Meetings

THURSDAY, JULY 14

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	Persuasion as Gaining Compliance
2:30–2:45 PM	BREAK
2:45–3:45 PM	Compliance Gaining Exercise
4:00–5:00 PM	Certificates Awarded, followed by optional final one-on-one diagnostic meetings