



# PERSUASIVE COMMUNICATION BOOTCAMP

JUNE 28–JULY 1, 2021 | 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, JUNE 28

### EFFECTIVE PERSUASION I: THE PUBLIC SPEAKER

8:30–9:00 AM	Intros, Logistics, Program Overview
9:00–10:00 AM	Lecture: Persuasive Presentations
10:00–10:15 AM	BREAK
10:15–11:45 AM	Introduction Exercise
11:45 AM–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Performing Credibility Exercise
2:30–2:45 PM	BREAK
2:45–4:15 PM	Best Practices in Slide Presentations
4:15–4:30 PM	Final Wrap-up, Debrief for the Day

## TUESDAY, JUNE 29

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

8:30–10:00 AM	Persuasion Theory in a Digital Age (plus exercise)
10:00–10:15 AM	BREAK
10:15–11:45 AM	Presentations in Digital Media (plus exercise)
11:45 AM–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Introduction to Data Visualization (plus exercise)
2:30–2:45 PM	BREAK
2:45–4:15 PM	“Would You Rather” Speech Exercise
4:15–4:30 PM	Final Wrap-up, Debrief for the Day



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## WEDNESDAY, JUNE 30

### ADAPTING MESSAGES & MEDIA TO AUDIENCES

8:30–10:00 AM	Adapting Messages to Audiences
10:00–10:15 AM	BREAK
10:15–11:45 AM	Message Adaptation Exercise
11:45 AM–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Cultural Differences
2:30–2:45 PM	BREAK
2:45–4:15 PM	Exercise for Intercultural Adaptation
4:15–4:30 PM	Final Wrap-up, Debrief for the Day

## THURSDAY, JULY 1

### ADAPTING MESSAGES & MEDIA TO AUDIENCES

8:30–10:00 AM	Visual Persuasion
10:00–10:15 AM	BREAK
10:15–11:45 AM	Scientific & Technical Communication Challenges
11:45 AM–1:00 PM	LUNCH BREAK
1:00–2:30 PM	Persuasion as Gaining Compliance
2:30–2:45 PM	BREAK
2:45–4:15 PM	Compliance Gaining Exercise
4:15 PM	Certificates Awarded