



Persuasive Communication Bootcamp

June 22-26, 2020

Note: schedule is subject to change

Monday **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 – 1:00 pm	Lunch Break
1:00 – 2:30 pm	Performing Credibility Exercise
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	PowerPoint is Not Dead: Visual Aids
4:15 – 4:30 pm	Final Wrap-up, Debrief for the Day

Tuesday **Effective Persuasion II: The Multi-Media SciTech Speaker**

8:30 – 10:00 am	Persuasion Theory in a Digital Age
10:00 – 10:15 am	Break
10:15 – 11:45 am	Presentations in Digital Media
11:45 – 1:00 pm	Lunch Break
1:00 – 2:30 pm	Introduction to Data Visualization
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

Wednesday	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 – 1:00 pm	Lunch Break
1:00 – 2:30 pm	Going Global: Cultural Differences: Special Guest Lecturer
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	Exercise for Intercultural Adaptation
4:15 – 4:30 pm	Final Wrap-up & Debrief
Thursday	Critical Analysis: Arguing to Produce Good Decisions
8:30 – 10:00 am	Argumentation & Critical Decision Making
10:00 – 10:15 am	Break
10:15 – 11:45 am	Argument Analysis Exercise I
11:45 – 1:00 pm	Special Group Lunch
1:00 – 2:30 pm	Arguing About Values & Value Conflicts
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	Argument Analysis Exercise II
4:15 – 4:30 pm	Final Wrap-up, Debrief for the Day
Friday	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 – 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