



## 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

<b>Wednesday</b>	<b>Adapting Messages &amp; Media to Audiences</b>
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
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	Exercise for Intercultural Adaptation
4:15 – 4:30 pm	Final Wrap-up & Debrief
<b>Thursday</b>	<b>Critical Analysis: Arguing to Produce Good Decisions</b>
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
<b>Friday</b>	<b>Adapting Messages &amp; Media to Audiences</b>
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