

# STORYTELLING TECHNIQUES AND THEATRE TRAINING METHODS FOR SCIENCE TEACHERS AND POPULARIZERS

A workshop by Project Jet Propulsion Theatre

## Target Audiences

The workshop is targeted at University Professors, Researchers, Science Teachers, Science Writers, Science Popularizers and Students, anyone who is engaged or interested in popularizing knowledge around science and the scientific method.

## Format

The workshop is usually delivered in 18 hours spread over 3 days. Ideally participants are limited to 18. The workshop is divided into three modules:

Module 1 deals with defining the subject, key messages and deeply understanding the audience.

Module 2 is about applying storytelling techniques to convey the message.

In Module 3 the communication is prototyped and tested in front of an audience.

The workshop structure and duration can be tailored to the organizers' needs and resources available.

## Cost

For an 18 hours workshop spread over 3 days the cost is of €1,800 excluding VAT.

The organizer will also cover travel costs (economy class from Italy and Belgium), room and board for two people for the duration of the workshop.



## About the workshop

Very often arises the need for speaking in public: to present a research project, to ask for a grant, when giving a lesson... but just as often we may feel uneasy about the challenge.

Do I feel comfortable being in front of an audience? What am I doing with my body and voice? Am I conveying the correct message? How do I tailor my message to my audience? Should I emphasize certain words or concepts? Which ones? Should I look at the audience in the eyes? How do I know when I have the audience's attention and what to do if I start to lose it? In other words: how do I become a better speaker?



This workshop helps popularizers and communicators of science better understand their audiences, tailor their messages to them, and convey ideas powerfully using storytelling and other performing arts techniques.



In partnership with:  
UNIVERSITY  
OF TRENTO - Italy  
Department of Physics

## About the trainers

Dr. Andrea BRUNELLO is JPT's project director. He holds a bachelor degree in physics and mathematics from Cornell University (USA, 1992) and a physics Ph.D. from the State University of New York at Stony Brook (USA, 1997). He is currently affiliated with the Physics Department of the University of Trento. He has published articles in prestigious physics journals, most notably Physical Review Letters and Physical Review A. In 2001 Brunello decided to follow his artistic side pursuing a full time professional theatre career. In 2010 he graduated from the three year program "SAT - SCHOOL AFTER THEATRE advanced training program" led by the Russian director and pedagogue Jurij Alschitz. SAT is affiliated with the EATC/Russian Academy of Theatre Arts (GITIS) of Moscow (Russia).



Pierre ECHARD curates JPT's international development. He holds a bachelor of science from Cornell University, and an MBA from ESSEC Business school in France. He has 25 years of experience managing international development projects. In education, he has designed and delivered several masters programmes and workshops, focusing on knowledge co-creation and design thinking approaches to achieve user-user-centered solutions. Firm believer in creative collaborations at the crossroads between disciplines, he joined JPT to help develop its approach to integrating science and arts through non-formal education.



## Detailed overview

### Module 1 – Perspective, understanding and defining

What is modern science communication? What is my role as a storyteller and communicator? Why is it important that I maximize my impact? Furthermore, what is the real narrative that I want to convey? What is my audience, and what is their level of knowledge on the subject? What stereotypes do they have regarding the subject, and how can we debunk them? How is the subject relevant to them, to society? This module will enable us to take a step back from the detail of what we wish to communicate, to situate it in a wider context, learn about our audiences and how to adapt the key messages to them.

### Module 2 – Storytelling

By using aptly modified theatre training and storytelling techniques we open up to the audience and become better public speakers. In the process we develop practical exercises to: finding one's center; increase one's own awareness (what I do, what others do); gaining a healthy sense of confidence in the relationship with the others; developing listening skills; improvisation; tempo/rhythm; leadership and courage. Moreover, during this module some time is devoted to proper breathing techniques and voice management.

### Module 3 – Prototyping and Testing

Here we integrate modules 1 and 2 into a very practical and engaging exercise. We will practice delivering the content and, by means of trial and error, learn to maximize the impact of our performance. Furthermore, we will explore the connection with different audiences, tailoring our performance in suitable ways (modifying the rhythm, tone, the choice of words used, physical attitudes, etc.). Ultimately, we will design several approaches, test them in front of an audience, to understand which work best and what can be improved



## Further information

If you would like to inquire about hosting a JPT Workshop, please don't hesitate to contact us, we would be delighted to discuss with you how we can best suit your needs:

- Andrea Brunello: [a.brunello@jetpropulsiontheatre.org](mailto:a.brunello@jetpropulsiontheatre.org), phone / Whatsapp +39 348 398 5085 (Italy)
- Pierre Echard: [p.echard@jetpropulsiontheatre.org](mailto:p.echard@jetpropulsiontheatre.org), phone / Whatsapp +32 498 102 751 (Belgium)

