

European Federation of Geologists Geo-Ambassador Training Series

5th International Professional Geologist Conference
Zaragoza, Spain
5-7 November 2025

Expanding Impact (Scope and Depth) as a Geo-Ambassador (Level II)

Lessons and Tools to Increase Your Public Affairs Impact

This course is ideal for scientists with little to no experience in public affairs or those that provide technical information to others that work in public affairs and want to increase their impact by learning the basics of effective public affairs communications. You will leave the course with a communications outline for a topic you bring to the course.

Course Outline:

- 1. Public Affairs basics**
 - a.** What it is and who you are trying to reach
 - b.** Why you need to communicate differently
 - c.** Knowing your audience
- 2. Scaling to the level of government**
 - a.** Knowing your audience
 - b.** Building a communications plan
 - c.** Time management
- 3. The right tools for the job**
 - a.** Elevator speech
 - b.** One-pager
 - c.** Graphs and images

Equipment/What to bring:

- Laptop or tablet for writing with or without graphics
- Come with a working example in mind to build a communications outline

Learning outcomes:

1. Develop basic skills for communicating with legislators and their staff
2. Understand the common mistakes and pitfalls many scientists and engineers make in communicating in the public affairs arena
3. Leave the course with an outline of a communications plan for a topic of your choice

Target audience: (beginner to intermediate level)

- Geoscientists interested in being effective in promoting their science and technology to public decision-makers
- Scientists and engineers that want to better communicate their science with nonscientists
- Geoscientists that want to increase their public affairs impact at the local, national, or international level

About the Tutor:

- GeoAmbassador, European Federation of Geologists
- Master of Public Administration, Truman School of Government and Public Affairs, University of Missouri
- Skilled science communicator
- 35 years as an ecologist and science communicator in the professional, government, and public spheres