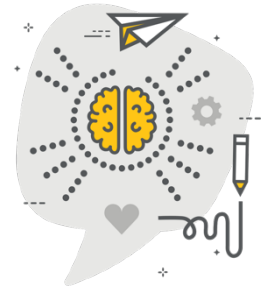


Telling the Story of Your ATE Project: Communicating Impact with Purpose

Workshop at the ATE PI Conference | October 29, 2025



Effective Science Communication Practices

1. Center Your Audience

Start with what your audience cares about rather than what you want to say.

2. Use Plain Language Without Dumbing Down

Avoid jargon, acronyms, and technical shorthand. Translate complex ideas into everyday language.

3. Frame Around “Why It Matters”

Connect project activities to broader significance – why it matters to people’s lives, communities, or the economy

4. Tell Human Stories

Pair data with personal stories or examples. Stories make impacts memorable and relatable.

5. Be Strategic with Data

Use numbers sparingly, choose the most powerful ones, and present them visually when possible.

6. Engage Emotion as Well as Logic

Facts alone don’t persuade. Appeals to values, pride, opportunity, or problem-solving are powerful.