 **Martin Ince Communications Ltd**

**Draft programme for EGI Champions communications training at Technical Forum in Madrid, 17 September 2013**

To be delivered by Wendy Barnaby and Martin Ince

**Session 1: 11.00 – 12.30**

11.00 Welcome and introductions

Catherine Gater or Richard McLellan to welcome Champions briefly

Personal introductions including experiences of being Champions: problems and successes

11.15 Delivering key messages

Each Champion delivers a two-minute talk about EGI as if they were addressing the last scientific meeting they attended.

Martin and Wendy lead the other Champions in a discussion of content and delivery.

12.10 Key messages in 140 characters

On the basis of the feedback, Champions write the Tweet they would send to the delegates at the meeting.

**Session 2: 14.00 – 15.30**

14.00 More detailed feedback on key messages

The Champions divide into two groups: one with Wendy for audio recording and one with Martin for video recording.

Each Champion delivers a two-minute talk on the difference EGI will have made to their specialist subject and to the world at large by 2020. Playback of deliveries, followed by discussion with the whole group about content and delivery.

14.40 Change over groups

15.20 Whole group reassembles for discussion of worst fears and learning points.