**Communicating Forest Science | Workshop Summary**

**Focus**
Eight delegates from seven countries (Cameroon, Ethiopia, Malawi, Nepal, Senegal, Togo, and Tunisia) participated in "Communicating Forest Science" from 16-18 September 2017 at the 125th IUFRO Anniversary Congress in Freiburg, Germany. The workshop, sponsored by IUFRO's Special Programme for Development of Capacities, was led by three communications professionals from the U.S. Forest Service Research & Development: Jennifer Hayes, Yasmeen Sands, and Cindy Miner.

"Communicating Forest Science" was designed to help attendees be strategic and intentional in the communication of their research and findings—to, ultimately, communicate with purpose. Delegates represented fields ranging from forest products and entomology to climate change adaptation and local community forest management. The three-day workshop began with the introduction of foundational communication theories and models and then moved quickly to the application of these concepts through the development of a customized communication strategy. The strategy included a detailed audience analysis and the development and refinement of a set of key messages.

**Activities**
Over the course of the workshop, delegates:

- Identified individual communication needs they wished to address;
- Conducted an audience analysis of both internal and external stakeholders;
- Developed a set of robust, targeted key messages;
- Outlined elements of a “SWOT” (strengths, weaknesses, opportunities, and threats) analysis;
- Explored the news media and social media as methods for communicating their research and findings;
- Wrote content for Facebook and Twitter highlighting their research for use on the Congress’s social media platforms; and
- Participated in mock interviews where they shared their research and findings with a non-technical audience.

**Results**
At the close of the workshop, attendees developed a set of communication materials they can put into action immediately upon returning to their home country—a set of key messages, a communication strategy, social media content, and first-hand experience being intensively interviewed about their research. Attendees also left as the newest members of IUFRO’s growing network of science communicators.