

## Atelier AstroComm 2021 Workshop - PROGRAM

TIME	SESSION
13h00 - 13h20	Introduction
13h20 - 14h35	<b>Session 1:</b> Public Outreach for Different Audiences includes 2 breakout activities
14h35 - 14h50	Health Break
14h50 - 15h35	<b>Session 2:</b> Lessons from Sidewalk Astronomy
15h35 - 16h05	<b>Session 3:</b> Media Training
16h05 - 16h50	<b>Session 4:</b> Educational Activities
16h50 - 17h00	Discussion & Final Thoughts

### **Session 1: Public Outreach for Different Audiences**

- Making initial contact
- Presentation styles, tips and tricks
- Speaking to different audiences
- Using social media

### **Session 2: Lessons from Sidewalk Astronomy (by [Plateau Astro](#))**

- Knowing what's in the sky (constellations, planets, the Moon, the ISS)
- Handy apps to orient yourself
- Answering the most common questions about the night sky

### **Session 3: Media Training**

- Press releases
- Working with your Comms Team
- Interview tips

### **Session 4: Educational Activities**

- General tips
- Activity demos and suggestions