

#FAMELAB THAILAND  
TALK LIKE A FAMELABBER – 5 HIDDEN SECRETS TO COMMUNICATING EFFECTIVELY

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*“COMMUNICATING SCIENCE TO THE PUBLIC IS A GROWING PRIORITY FOR RESEARCHERS WORLDWIDE. BY DOING SO, THEY NOT ONLY CHANGE THE COMMON STEREOTYPE OF THE SCIENTIST AS ‘THE GEEK IN THE WHITE LAB COAT’, BUT ALSO JUSTIFY FUNDING FOR THEIR RESEARCH AND INSPIRE THE NEXT GENERATION OF SCIENTISTS AND ENGINEERS.”*

**CAN IT REALLY BE AS EASY AS THAT SOUNDS? HOW CAN WE ‘TALK LIKE FAMELABBERS’? HOW CAN YOU COMMUNICATE THE SCIENTIFIC FACTS AT THE HEART OF FAMELAB? HERE ARE A FEW SECRETS TO COMMUNICATING EFFECTIVELY:**

## **1. CONTENT IS KING**

**Content is king, but we do it in 3 “C”s:** it’s true that content plays an important role in the digital world, but never forget the power of three! Here are two more factors besides “content” that make science fun and relate it to everyday life – “clarity” and “charisma”

## **2. HOOK YOUR AUDIENCE IN 10 SECONDS**

FameLabbers have 3 minutes to share their passion for science, but in reality, it’s all in the first 2-10 seconds to describe the essence of their stories. Similarly, for a research pitch, this is the first opportunity for you to hook investors before going into more detail.

## **3. KEEP CALM AND SMILE**

Research shows that a smile can be contagious. When you see people smile, it stimulates mirror neurons in your brain to trigger a smile. And what’s more, if you smile often enough, you can even rewire your brain to make positive patterns more often than it does negative ones. When faced with the pressure of live broadcasting on TV, FameLabbers have just seconds to overcome stage fright – the best way to do this? “Smile!”

## **4. MAKING THE RIGHT CONNECTIONS**

When it comes to public speaking, one of the most important types of body language is eye contact. Research shows that making eye contact for too long can make people feel like they are victims; yet just 3 seconds of eye contact can make an audience engage with a story. This is also a great tip for our team when it comes to pitching sponsorship for FameLab, 3 seconds of eye contact, it always works!

## **5. END IT WITH A QUOTE**

A good quote can transform people’s lives. Quoting others is a sure way to hook people in, but it’s not as sharp as when it comes from you. All you have is 3 minutes, so reel your audience in at the end of your talk with your own original quotes!