What we can do for you

We work with NASA-based teams on a wide range of communications efforts, and our goal is to lay the foundation for effective communications by:

- Helping you to identify and amplify key messages
- Aiding in the communications outreach process
- Helping to ensure your work is resonating with the right people in the right way
Who are we?

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Charlie Feinerman

Maddie Ecker

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How we can work for you

We’re here to make sure NASA internally, your user community, the media and the public know about your work.

Internal Comms – NASA.gov & Earth
Observatory Stories – Social Media & NASA
TV – Media Coverage

We’re here to help make all your communications their best

Scientific Posters & PowerPoint Slides – Presentation Skills – Media Training

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Amplifying Your Work Through Storytelling
Studies have shown storytelling is up to seven times as effective of a means to retain information than providing the information alone.
Personal stories as presentation hooks

Stories are a great way to engage your audience quickly, make sure yours is:

**Relatable** — engages your audience

**Relevant** — ties into your work

**Real** — your emotions/passion go a long way towards engaging the audience
Clarity

What does your audience need to know?

Get to the point

What is the one thing the audience should remember?
65% of people are visual learners, meaning "they need to see what they are learning, and ... have difficulty following oral lectures"
Two Elements of a Strong Presentation

Content

Design
People respond to people.
<table>
<thead>
<tr>
<th>Great image sources: unsplash.com</th>
<th>Use high-quality, evocative images that show the context of your work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use images of people when possible, including of your research team in action</td>
<td>Limit use of scientific images unless absolutely necessary</td>
</tr>
</tbody>
</table>
Do This

Not That

Questions??
Don’t Overdo It
Less is More
Be Unexpected
It keeps things interesting
Use animated graphics to turn your data into a powerful story.

Avoid animation that does not have a specific purpose.
Any Questions?