

Develop a clear storytelling spine with Melissa McGee that connects verbal, visual, and written science communication across contexts and audiences.

SCIENTIFIC STORYTELLING

Identifying Your Story

By the end of this session, participants will be able to:

- Identify a clear storytelling spine that can connect scientific communication across formats, contexts, and audiences.
- Clarify their communicative purpose and intended audience, including what they want people to remember, understand, or do after engaging with their work.
- Strengthen their voice as trustworthy scientific communicators by making intentional choices about framing, positioning, and interpretation while maintaining scientific rigor.

Wednesday, September 9, 2026, 1:30–3pm · ENR2 S215



Melissa McGee, PhD, coordinates professional development programming for the University of Arizona Graduate College. Drawing on more than 13 years of experience teaching academic and professional communication to engineering students at Eindhoven University of Technology, she enjoys helping researchers transform complex scientific ideas into clear, engaging, and memorable stories.

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