



# 10 TIPS

## FOR RESEARCHERS TO SHARE THEIR FINDINGS WITH A WIDER AUDIENCE

by the  
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# Which communication channels?

Cross sectoral events – Community organizations, policy makers, interested members of the public...

(e.g. P2P National Conference)

but also:

- Social media
- Interviews
- Webinars
- ...

Choose 2–3 channels where your audience already is!

# Tip 1 : Clearly introduce the topic

- Do not assume the audience is familiar with the topic
- Place the topic in its context (location, period, current events)
- Take time to introduce the subject properly: *Who or what are you talking about?*

A good introduction makes it easier to understand your results!

## Tip 2: Skip the outline

- Presenting your outline takes time and is often unnecessary
- Instead of presenting your outline:

*Make your structure clear as you go through the presentation*

Use your precious time to focus on the core of your project!

# Tip 3: Number your key ideas

- Clearly separate ideas with numbered titles (1. 2. 3.)
- Distinguish each idea (separate slides, numbering system, distinct titles)
- e.g. *I will present 3 results:*
  - 1) first idea*
  - 2) second idea*
  - 3) third idea*

Numbering helps you clarify and simplify your thoughts, making them easier to understand for your audience!

# Tip 4: Get straight to the point

- Don't waste time on aspects of your project that don't interest the general audience (literature review, conceptual framework, methodology...)
- To ensure your credibility, summarize these sections in one simplified slide
- Focus on what interests your audience: the results

By spending too much time discussing the scientific foundations of your project, you might lose your audience's attention!

# Tip 5: Simplify your slides

- One slide = One idea
- Each slide should be simple: an image, a graph, or a few words
- Encourage listening, not reading

Uncluttered slides help highlight the structure of your presentation and simplify your message!

## Tip 6: Leave references for the end

- Do not highlight your references throughout the presentation: Keep them for the end
- Invite interested people to consult them afterwards (offer links or QR code)
- Number your references and insert these numbers throughout the presentation (<sup>1</sup>, <sup>2</sup>, <sup>3</sup>)  
*e.g. idea to be referenced<sup>1</sup>*

All the necessary information to deepen understanding or verify your credibility will be available at the end!



# Tip 7: Avoid jargon

- Use vocabulary that is accessible to your audience
  - “Socio-spatial assemblages of urban immigrant habitus” ❌
  - “How immigrants make homes in cities” ✅
- Avoid abbreviations and acronyms, even if they seem obvious to you
- If you need to use a scientific concept or technical term, explain it first

Using simple and accessible language will help your audience fully understand you!

## Tip 8: Go in-depth during the Q&A

- Save detailed explanations for the Q&A session so you can focus on what interests your audience
- Plan your presentation 2 minutes shorter than the allotted time to allow for questions

Listening to your audience's questions will enable you to dive deeper into the points they find most relevant!

## Tip 9: Don't forget the “so what?”

- The public is interested in concrete implications
- Consider questions such as:  
*What does this imply? Why is it relevant beyond the academic world? What can we do? What measures could be implemented?*
- Structure your presentation around the results and their practical implications

Focusing on what is relevant to the public will help your audience remember your message!

# Tip 10: Conclude with actionable recommendations

- Summarize your key results at the end (number them!)
- Conclude by some recommendations or solutions

It is important to conclude with what interests your public: key results and suggested actions!

# 10 TIPS for Researchers to Share their Findings with a Wider Audience

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- Tip 2: Skip the outline
- Tip 3: Number your key ideas
- Tip 4: Get straight to the point
- Tip 5: Simplify your slides
- Tip 6: Leave references for the end
- Tip 7: Avoid jargon
- Tip 8: Go in-depth during the Q&A
- Tip 9: Don't forget the “*so what?*”
- Tip 10: Conclude with actionable recommendations