

THE BANFF CENTRE

SCIENCE COMMUNICATIONS

JULY 21 – AUGUST 3, 2013



What's the story!
Perspective matters
Diversity matters
Tell me stories
Story tell!

Who's your audience?

Open, blue ocean
Giving me arguments
Octopus of joy

Transformative, captivating,
fascinating
Surprising, exciting,
stimulating
Inspiring, engaging,
life changing
Relevant, imaginative,
worth it!

Reflection, creativity
Community, passion
Itchy, powerful, complicated

Fun

Interesting people,
good food

I really needed this