

Tips for communicating with schoolchildren (or any lay audience)

- Invite questions
- Ask questions e.g.
 - what do you know about engineering?
 - what do you think engineers do?
 - do you know any engineers already?
 - what subjects do you like in school?
 - have you thought about careers yet?
- Encourage all students to join the conversation; don't focus on one person
- Be jargon-free and age-appropriate. Aim for an informal, conversational tone, but be respectful
- Relate your topic to the real world e.g.
 - things we encounter at home / in school / in this room
 - iconic buildings or structures
 - sport
 - technology / gadgets
- Tell a story / make it personal e.g.

This is what engineering means to me	Why I love engineering
How I make a difference through my job	Cool things about my job
Successes / failures / struggles	How I overcame a challenge
What kind of engineer I am	When I was at school...
Outside work, I like to...	I chose engineering because...
- Be honest but stay positive
- Be gentle if correcting mistakes
 - Don't say "you're wrong";
 - Do say "here's another way to look at it"; "my experience is..."; "I've found that..."
- Use visuals where possible – use a prop if you can - or use metaphors
- Dress casually
- Be yourself
- Have fun!