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The good, the bad and the ugly – learning good practice in science communication through experience.

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The theory of science communication often sounds like common sense. Putting it into practice can be less straightforward. In this talk I will give a brief overview of some guidelines for good practice in science communication. I will then go through some case studies of recent projects, highlighting the areas where projects were successful in reaching an audience and areas where mistakes were made or the outcomes were not those predicted.