On the 15th September 2020, my company, Geologize Ltd, will be launching the World’s first Continued Professional Development (CPD) course in Practical Geocommunication, endorsed and accredited by The Geological Society of London. The course is aimed at all geoscientists who wish to learn effective and positive public engagement techniques and strategies.

Did you know that a recent survey showed that 90% of geoscientists view communicating their subject to the public as ‘very important’? 92% consider the public’s understanding as ‘very poor’, yet 72% never/rarely engage the public directly. 66% of geoscientists would feel happy doing so but 92% would feel more comfortable if they had training.

As someone who is involved in the geosciences on a day-by-day basis, I do not need to tell you what an essential role geoscientists play and will continue to play in the future. Despite this, enrolment in related fields at universities has dropped 50% globally over the past 10 years. Clearly our science has an image problem.

Geologize’s mission is to help create a new generation of ambassadors for the geosciences, who can instil and inspire a sense of wonder and connectedness with our planet. We also urgently need to inspire and encourage more students to choose the geosciences at university in order to fill the important roles that will be needed in the future. Even if people are not going to take up a career in the geosciences, for the sustainability of all societies, we need the public to be more aware and feel invested in the natural world. That is where you come in.

Please find more details about the course overleaf.

For more information about this opportunity, please do not hesitate to contact me using the details below.

I thank you for taking time to consider this offer.

Sincerely,

Dr Haydon Mort
CEO and Founder of Geologize
About your teacher

Dr Haydon Mort is a geologist with over 15 years of research and lecturing experience, having lived and worked in 4 countries. He creates fun social media content for the general public about the Earth Sciences. He also gives public talks which inspire the audience to feel connected to the natural world as well as bespoke courses to geoscience professionals and industry looking to improve their public outreach and engagement. He is the CEO and Founder of Geologize Ltd., enjoys acting and playing the piano and has three children, aged 4, 7 and 15.

Why this course is important

The geosciences are facing a future recruitment crisis as fewer and fewer young people opt to take Earth Science-related subjects at university. The image of the subject as synonyms with the petroleum sector and as indirectly responsible for several environmental disasters has consigned it to irrelevance and ‘the past’ in the minds of many leaving college. This is despite a growing need for geoscientists to address critical issues that will impact the sustainability of societies around the world; Mining of metals and REEs, hydrology, hydrothermal, CCS and of course, tackling climate change, to name just a few. This online course is a first step in creating a new generation of geoscientists who are equipped and empowered to take their subjects to the masses.

Key topics addressed in the course

01 The theory and practice of effective geocommunication. From neuroscience to creating active learners in the public.

02 The use of empathy, analogy, metaphor and storytelling in driving powerful geoscience engagement.

03 Best practice and strategies to address ‘fake news’ and distortions in the media. The use of cognitive dissonance and empathy in tackling entrenched views.

04 Social media choices for engagement. Strategies and tools for geoscience engagement. Best practices to creating active audience learners.

05 Bonus: Implications for the strategies and engagement of geoparks and geoheritage projects.

FAQs

- **Investment**: $460 US (£350, €390)
- **Where to purchase**: www.geologize.org
- **Course length**: Approximately 10 hours
- **Certificate provided**: Yes
- **Discounts**: 30% student discount
- **Language**: English
- **Lifetime access**: Yes
- **Additional questions**: contact@geologize.org

Approach

Each lesson dovetails theory into practice. To solidify understanding, there is at least one practical activity for the learner to execute towards the end of each lesson. This is in addition to end-of-topic quizzes.
Praise

Whilst this online learning course is the first of its kind in the world, the central content has been delivered several times in person. Each time it has been met with an enthusiastic reception from students, academics and industry representatives.

Below are just some of the lovely messages learners of 'Practical Geocommunication' have provided.

"A parting of the waters for me! I’ll never look at science communication the same way again."
Marcos, Brazil

I came away feeling empowered and able to make a real difference."
Marion, Brazil

"My mind is buzzing! There was so much learning. I can't wait to use it!"
Luana, Brazil

"I thought I knew how to communicate my subject to the public. I now see there is an infinitely more powerful way. Thank you. I'm so grateful!"
Katia, Brazil

"It was really sensational. So important and profound. It's going to help me in so many ways."
Gustavo, Brazil