Before taking part in *I'm a Scientist*, Max’s previous outreach experience was mainly blog posts and summer camps. “That definitely sets *I'm a Scientist* aside, where the main focus was me and my work,” he says.

Through participating in *I'm a Scientist*, Max developed a “better arsenal of metaphors and analogies” for describing what he does, and feels he has more confidence and a much better understanding of what public audiences find interesting about his work because they’d say ‘that makes sense’ or they’d ask another question, and also long term because of the voting.”

**A new culture of communication**
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**Learning from your audience**
For Max, the ‘two-way’ nature of *I'm a Scientist* was key to the impacts on his communication skills. Responses and feedback from students directly helped him develop new analogies, and told him when he wasn’t explaining himself well enough.

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“The whole thing was very two-way — you’re giving answers to the questions people are directly asking you, and then you get their responses as to whether or not they like the answers, both immediately and long term because of the voting.”

**Register to take part:** [imascientist.org.uk/scientists](http://imascientist.org.uk/scientists)