



Helping grow  
Saskatchewan's  
tech sector.



# OF MYTHS & MESSAGING

## COMMUNICATING SCIENCE IN AN AGE OF UNCERTAINTY

**PRESENTED BY MICHAEL ROBIN** INDEPENDENT CONSULTANT & SCIENCE COMMUNICATOR

**THURSDAY, JANUARY 24 AT 12:00 NOON IN THE CANDLE SPAN ROOM**

THE ATRIUM | 111 RESEARCH DRIVE | SASKATOON  
LUNCH AND REFRESHMENTS WILL BE PROVIDED

Whether it's fluoride or vaccines, GMOs or glyphosate, climate change or nuclear power, science offers clear answers. So why are these subjects controversial?

**JOIN US AS WE DELVE INTO WHY AUDIENCES ACCEPT OR REJECT INFORMATION AND EXPLORE WAYS TO REACH THEM.**

Michael Robin has been a fan of all things science since, well, forever. As a writer and communications strategist, he works to make it make sense — from ag-biotech to environment, from space science to medicine.

**SIGN UP ON [THE SCENE](#).**

