

# Knowing your audience – communication about biotech

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IMPROVE LIFE.

# Research team

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# Research topics and audience

- Best communication practices to reach and engage with the public
- Information search by consumers and selective exposure
- Consumer response to different information
  
- Anyone communicating directly with the public

# Knowing and reaching our audience

- Diverse backgrounds and agendas
- Involvement in developing deliverables
- Input in research design
- Feedback on deliverables