

Anu Vijayan

KEYNOTE SPEAKER | SCIENCE COMMUNICATOR | RESEARCHER

Helping technical experts turn complexity into influence



Signature Talk

From Expertise to Influence:

How to Help Audiences Understand, Visualise, and Personalise Complex Ideas

Researchers and technical experts often assume that if the evidence is strong enough, people will listen. But information alone rarely changes minds. Through her **Expertise to Influence Framework**, Anu shows her audience how to create connection through clarity, simplify complexity through metaphors, and inspire action through relevance and emotional connection. Audiences leave with practical tools to make their ideas easier to understand, remember and act upon.

Audience Outcomes

After this session, audiences will:

- ✓ Communicate complex ideas with greater clarity
- ✓ Make technical concepts easier to understand and remember
- ✓ Use metaphors to explain abstract ideas
- ✓ Build stronger connections with stakeholders and decision-makers
- ✓ Inspire action through more relevant and engaging communication

Why Book Anu

Anu Vijayan is an award-winning international speaker, science communicator and published researcher who helps technical experts turn complexity into influence. Before entering science communication, she spent a decade working in visual effects, helping create memorable stories for over 22 Hollywood films. Today, she combines the science of communication with the art of storytelling to help audiences make their ideas easier to understand, remember and act upon.

Testimonials

An insightful and impactful speaker whose presentation offers valuable perspectives on communication, education and influence

Kaley Chu, Founder, 100 Speakers Events

Anu gave a masterclass on how science becomes more powerful when woven into stories and data becomes far more powerful when delivered with intention.

Cori Sanders

For the first time in my life, I willingly listened to a presentation about science and loved it.

Joy Ananda

AVAILABLE FOR KEYNOTES, WORKSHOPS AND CONFERENCE PRESENTATIONS.

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