Each tile below the grid is a category / description. In the grid is an item to which it could refer, with its letters arranged in the same layout, e.g. "beige" is a "color."

When highlighted, those shapes form letters that say "shift four."

Each of the letters in "shift four" is formed by two shapes, which overlap at one letter; shift those overlapped letters four letters later in the alphabet for the final answer: FORTNIGHT

Perhaps the Iotans are trying to tell us something about their arrival. Your team will need to *piece* together the information from this transmission and find the *connections* to understand their message.