

Advanced Science Communication Training Course

**Programme**

Monday 5 October 2009

- 9.30 – 10.30     **Registration**  
Arrival, tea and coffee, registration
- 10.30 – 11.00     **Welcome and opening words**
- Erik Jacquemyn, Chief Executive Officer at Technopolis, the Flemish Science Center
  - Inge De Prins, COST PR and Communications Manager
  - Jennifer Palumbo, Projects Coordinator, Ecsite – the European Network of Science Centres and Museums
- 11.00 – 11.30     **Overview of course objectives**  
Trainers present the structure and content of course, followed by an introduction round from participants.
- 11.30 – 12.15     **Warm-up exercise: Priorities in science communication**  
Participants work in small groups to identify the communication priorities relevant to their Action, in terms of the issues involved, the objectives when communicating science to the public, the specific requirements of the subject and what special challenges it presents.
- 12.15 – 13.15     ***Lunch break***
- 13.15 – 14.00     **Discovering our audiences**  
The trainers present results from the Eurobarometer survey and from other studies concerning public perception of science and of science professionals, as well as the perceptions of scientists regarding communicating research results to the public.
- 14.00 – 15.30     **Key points to remember when communicating science to the public**  
Trainers present the most relevant issues in science communication and discuss with participants the best way to deal with them. How to choose a topic and develop a clear message, maximise clarity without sacrificing accuracy and target the message to the relevant audience are the topics that will be addressed through a mix of presentations and interactive exercises.
- 15.30 – 15.45     ***Coffee break***
- 15.45 – 17.00     **Current trends in science communication**  
Participants gain an overview of the latest and most effective ways to reach different audiences through a selection of examples taken from a wide variety of communication/debate activities. Trainers will draw on their extensive experience of

activities and events taking place in science centres and museums, science festivals and other venues.

- 17.00 – 18.00 **Technopolis presentation**
- Technopolis staff member presents the centres' activities and their connection to cutting-edge research
  - Science demonstration by Technopolis edutainers
  - Questions and answers and wrap-up

***19.30 – 22.00 Group Dinner***

## **Tuesday 6 October 2009**

- 9.00 – 10.30 **Tips and techniques for communicating to specific target audiences**
- The session gives in-depth information on the best way to communicate with specific target audiences, in particular regarding the choice of tools and format, the use of language and the way to gain and maintain the interest of different audiences. The session will include tools to gauge the level of competence and train junior professionals in communication skills. Both presentations and practical exercises will be used.

***10.30 – 10.45 Coffee break***

- 10.45 – 12.15 **Handling hot topics**
- Participants learn how to promote discussion, facilitate debate, handle controversy in the public and answer difficult questions. Trainers will introduce innovative techniques designed to engage people in discussion about controversial issues and practice them with the participants.

***12.15 – 13.15 Lunch break***

- 13.15 – 15.00 **Communicating effectively with the media**
- Trainers explore with participants how to identify and use the narrative elements in scientific results to build successful and engaging communication, using examples from popular science magazines or science sections of newspapers. Practical exercises help participants pinpoint the key factors of effective written science writing, both in their own work and in reviewing others'.

***15.00 – 15.15 Coffee break***

- 15.15 – 16.00 **How to get your message across in an interview**
- Trainers present an example of interview to a scientist and discuss important points and possible pitfalls of speaking with a journalist, give tips on how to coach junior scientists and practice powerful interview techniques with volunteers from the group.

- 16.00 – 17.00 **Building a successful communication strategy**
- In an interactive group work session, participants tailor the techniques provided by the trainers for targeted communication activities to their particular Action. The key ingredients of a successful communication strategy are covered and applied to real situations. Participants learn how to identify the most relevant target groups, develop clear objectives, choose tools and optimise timing.

17.00 **Final discussion and wrap-up, group feedback**