

**Advanced Science Communication Training Course**

**Preliminary Programme**

**Day 1**

▪ **Registration**

Arrival, tea and coffee, registration

▪ **Welcome and opening words from COST and Ecsite**

- COST Office welcomes participants and presents COST and its objectives
- Ecsite gives an overview of the Ecsite network
- Questions and answers

▪ **Overview of course objectives**

Trainers will start by presenting the structure and content of the course. Participants will then introduce themselves and this will be followed by a warm-up exercise.

▪ **Discovering our audiences**

Results from the Eurobarometer survey will explain how scientists are perceived in the public's imagination and the different attitudes that currently exist towards science. This section also looks at topic-specific studies on the EU's priorities.

▪ **Priorities in science communication**

Participants work with trainers 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 offers.

▪ **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, including how to:

- develop a clear message
- target that message to a specified audience

- maximise clarity without sacrificing accuracy

- **Current trends in science communication**

Trainers present examples from the wide variety of communication/debate activities taking place in Ecsite member institutions. Both trainers will draw on their extensive experience to give participants an overview of the latest and most effective ways to reach different audiences. For instance: engagement events for adults, public conferences, science presentations in high-profile events; scientists in a consulting role, science communication using new technology, open lab events for the public, science cafés, science festivals, exhibitions on contemporary topics.

19.30 – 22.00 *Group Dinner*

## Day 2

- **Presentations from representatives at the Arctic Centre**

- **Tips and techniques for communicating to specific target audiences**

Trainers give tips and pointers on the best way to communicate with specific target audiences, in particular regarding:

- choice of tools and format
- choice of subject
- use of language
- gaining and maintaining the interest of different audiences

- **Transforming research results into a science story**

Trainers explore with participants how to identify and use the narrative elements in scientific results to build successful and engaging communication. Examples will be given through the use of press releases, articles in popular science magazines or science sections of newspapers. But also, thanks to practical exercises relating to participants' needs and by analysing previous experiences of participants.

- **Handling hot topics**

Participants will experiment with techniques designed to engage people in discussion about controversial issues. In this process, they will learn how to promote discussion, facilitate debate, handle controversy in the public and answer difficult questions.

- **How to get your message across in an interview**

Trainers present an example of an interview to a scientist and discuss important points and possible pitfalls with the group. Trainers give tips on how to coach junior scientists. Trainers interview volunteer participants and then give feedback on their performance.

- **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. Some of the points covered are:

- identifying important target groups
- developing key communication tools
- learning how to control timing

- coaching junior scientists
- developing clear objectives
- integrating competencies
- maintaining a strategic overview

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