

COST training

Advanced Science Communication Training

5 and 6 October 2010, Lisbon, Portugal

Preliminary Programme

Day 1

- Welcome and opening words from COST and Ecsite
- Overview of course objectives
- Discovering our audiences
- Priorities in science communication
- Key points to remember when communicating science to the public
- Current trends in science communication
- Group dinner

Day 2

- Tips and techniques for communicating to specific target audiences
- Transforming research results into a science story
- Handling hot topics
- How to get your message across in an interview
- Building a successful communication strategy
- Final discussion and wrap-up, group feedback

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In collaboration with:



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