

Sissa Medialab

GATIS 1st Training Course in Science Communication Programme

I = Interactive workshop; P = Presentation

Day 1 – 12 February – Introduction to science communication		
9.00 – 9.20	Ice breaker: Speed dating Participants will have the opportunity to get to know each other better.	Enrico M. Balli, Simona Cerrato and Paola Rodari
9.20 – 9.40	Introduction to the course The aims, structure and the contents of the course.	Enrico M. Balli, Simona Cerrato and Paola Rodari
9.40 – 11.00	(I) Science communication: Why should I care? Exploring our goals through a discussion game. Participants work in small groups to identify their communication priorities and to explore the different possible goals of science communication.	Simona Cerrato and Paola Rodari
11.00 – 11.30	<i>Coffee break</i>	
11.30 – 12.45	(P) Know Your Audience: The public perception of science and technology. Trainers will present the results of surveys and studies (in particular the <i>Eurobarometer</i>) which have focused on the public's perception of science and of scientists.	Paola Rodari
12.45 – 14.00	<i>Lunch</i>	

Day 1 – 12 February – Introduction to science communication

14.00 – 14.45	(T) Communicating Research: The “inverted pyramid” and the “so-what” effect. Part I 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 and the science sections of newspapers.	Simona Cerrato
14.45 - 15	Wrap up of the day	Enrico M. Balli and Simona Cerrato
15:30-18	London photo tour	

Day 2 – Thursday 13 February – Communicating our research

9.00 – 10.30	(I) Communicating Research: The “inverted pyramid” and the “so-what” effect. Part II Practical exercises help participants pinpoint the key factors for creating an effective narrative which can be applied to a variety of communication contexts.	Simona Cerrato
10.30 – 11.00	<i>Coffee break</i>	
11.00 – 12.45	(P and I) Presentation Skills: The basic elements of a good presentation. Part I Tutors will comment strongest and weakest point of the presentations given in the first two days of the scientific meeting. Participants will be then guided to prepare 3 minutes presentations on their own research, as an exercise aiming to improve their presentation skills. They will decide from what point of view and what kind of audience (eg. children, teenagers, specialists, etc.)	Enrico M. Balli
12.45 – 14.00	<i>Lunch</i>	
14.00 – 16.00	(P and I) Presentations Skills: Rehearsals and comments. Part II Participants will deliver their presentations to the others, and together with tutors will discuss strongest and weakest points.	Enrico M. Balli and Simona Cerrato
16.00 - 16.30	Wrap up of the day	Enrico M. Balli and Simona Cerrato

Day 3 – Friday 14 February – Places and media to communicate science		
9.00 – 11.00	<p>(P) Science on the stage</p> <p>Participants gain an overview of the latest and most effective ways to reach different audiences through a wide variety of communication/debate activities. Trainers will draw on their extensive experience of informal learning programmes and events taking place in science centres and museums, science festivals and other venues.</p>	Paola Rodari
11.00 – 11.30	<i>Coffee break</i>	
11.30 – 12.45	<p>(P and I) Science on the web</p> <p>Tutors will present examples of how science is communicated in Internet, and will describe the main features of this kind of communication</p>	Susanne Milde (Milde Marketing) and Marcus Flatten (Mann beisst Hund)
12.45 – 14.00	<i>Lunch</i>	
14.00 – 16.00	<p>(P and I) Which opportunities to communicate GATIS?</p> <p>Participants and tutors will analyse what and how and when can be done to communicate GATIS to lay public. The session will consider the dissemination plan included in the proposal, and participants will choose which of the proposed activities they would like to collaborate to. Participants, split in groups following their interest and guided by tutors, plan their dissemination activities and reflect on key points to develop successful activities.</p>	Susanne Milde (Milde Marketing) and Marcus Flatten (Mann beisst Hund)
16.30 -16.45	Wrap up of the day	Enrico M. Balli and Paola Rodari

Speakers and tutors: Enrico M. Balli, Simona Cerrato and Paola Rodari (Sissa Medialab) + Milde Marketing and Mann beisst Hund

