

## **“TRAIN THE SCIENTIST!”**

Tuesday, Oct. 1, 2019, [Ca' Dolfin Aula Magna](#)

**Scientific organizations** insist that researchers should get more involved in outreach activities. **Scientists** are aware that they contribute positively to society, but confronted with the need to devote time and resources to communicating their results. **The public** is at times eager to know more, at times showing untrust towards scientists. **Communicators** are there to help, but they are rarely invited to give training within the institutions. Still, opportunities for scientists to get a train in communication techniques are increasing.

Is this enough? Are courses, seminars, workshops proving to be effective in training scientists in communication? Are institutions really aiming to improve their staff's communication skills? Are there new opportunities rising for both scientists and communicators?

In this panel a group of experts will share their views.

The event, open to the public, is organized within the **Ca' Foscari University of Venice “Research Communication Week”**, in collaboration with **EUPRIO** and the **EU2020 QUEST project**, and is endorsed by **ProESOF 2020 – Towards Trieste 2020 Euroscience Open Forum**.

### Morning session: PANEL

#### **“Train the scientist!” Science communication education in Europe**

Chair: Alessandra Fornetti, Coordinator, QUEST project, VIU

9.00 Registration

9.30: Welcome addresses

Michele Bugliesi, Rector, Università Ca' Foscari di Venezia  
Jan Dries, President, EUPRIO

9.50: Keynote: *Trends and Issues in Science Communication Training*

Brian Trench, President, PCST

10.20: Q&A

10.30 - 12.30

Round table with

Gian-Andri Casutt, Head of Communications, ETH-RAT

Ana Godinho, Leader, Education, communications and outreach group, CERN

Francesco Fiondella, Director of communications, IRI, Earth Institute, Columbia University

Chiara Saviane, Lecturer, Master's Course in Science Communication, SISSA

Rebecca Asher, Deputy Director, Sense about Science

Brian Trench, President, PCST

### Afternoon session: WORKSHOPS

#### **14.00-15.15 Part 1: Train the scientist! Good practices across Europe**

Chair: Ludo Koks, Public Affairs Advisor, Utrecht University

14.00 Mapping science communication education

*Overview of science communication education in Europe and preliminary results from a survey involving Euprio members*, Roberta Villa, Ca' Foscari University of Venice

14.10 Stories/lessons/good practices from European universities

Alexandra Correa, Direction of Research, Université Nice Sophia Antipolis

Uwe Steger, Corporate Communications Director, Universität Innsbruck (TBC)

14.30 Debate

Open discussion on challenges, trends and perspectives about media and communication training for scientists within European universities

15.00 End of the session and break

## **Part 2: Co-designing a social media communication toolkit**

15.15 Introduction, Margot Bezzi, APRE

15.20 *Overcoming polarization and misinformation: An overview of mass social dynamics online*

Fabiana Zollo, Ca' Foscari University of Venice

16.00 Co-design activity

17.15 Closing and Summary