

## Training Programme 2011

Our 2011 programme focuses around five residential workshops, running from 16 July - 7 August 2011, at the Centre of Advanced Academic Study in Dubrovnik, Croatia.

Places are very limited on these workshops, with a maximum of 20 participants each.\*\* The Dubrovnik workshops are also being offered at a subsidised rate for the last time this year, so we encourage you to book early.

We are also able to run non-residential workshops on request.

## Costs

Our training is run on a not-for-profit basis.

3-day workshop £ 640 (usually £ 1070)  
(incl. 2 nights' accommodation at CAAS\*)

6-day workshop (SCI + SCII) £ 1070 (usually £ 1930)  
(incl. 5 nights' accommodation at CAAS\*)

On confirmation of your booking you will need to pay a deposit of £ 220 per course. For further details please visit our website: [www.esconet.org](http://www.esconet.org).

\*Additional nights' accommodation will be charged at £ 70 per night.

\*\*We reserve the right to re-schedule workshops with less than 12 bookings.

**Deadline for bookings: May 15th 2011**

## Contact us

For further details or to discuss hosting a training workshop, please contact Kajsa-Stina Magnusson at the address below.

## ESCONET

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## Recommendations



*"I liked the mix of trainees from different scientific areas and countries as it put our science communication into practice straight away. Being trained by people with real-life experience of media and communication was also very helpful"*

SCI - August 2010

*"I liked the combination of theory and practice, and the practical exercises that allowed us to make use of what we were taught. The trainers were excellent and friendly, and the atmosphere was very pleasant."*



SCI - July 2010



*"I really enjoyed working in teams and the scenarios used for the modules. The straightforward feedback was very useful."*

SCII - August 2010

*"This workshop really tied in well with the previous workshop. I never thought this training could be so useful."*



SCII - August 2010

# ESCONET

European Science Communication Network

## Science Communication Training 2011



Science is changing our world, increasing the demand for scientists and researchers to explain their work and its effects on society - be it to the public, funding agencies or to policy makers.

Through our network of leading academics and practitioners from across Europe, we aim to help scientists to develop the skills and confidence to interact with media, engage with ordinary citizens, to advise and persuade policy-makers and to get clearly heard.

**Dubrovnik, Croatia**  
16 July – 7 August 2011



[www.esconet.org](http://www.esconet.org)

## About Us

Our training is developed and delivered by leading academics in science and technology studies, working science journalists, policy advisers and outreach professionals from every corner of Europe. This gives our training a unique academic underpinning and European flavour, as well as a clear focus on the needs of scientific researchers.

## Some of our trainers



**Quentin Cooper** BBC Radio, UK  
Quentin hosts BBC Radio's weekly The Material World, the UK's most listened to science programme, and he writes and presents a range of other science output on radio, television and in print. He also facilitates and directs science events in the UK and abroad.



**Vladimir de Semir** Pompeu Fabra University, Spain  
With a past as a journalist and science editor, Vladimir is an Associate Professor in scientific journalism at the Pompeu Fabra University, where he runs the Science Communication Observatory. Vladimir is also a former city councillor and commissioner of Knowledge Society in Barcelona.



**Maggie Aderin-Pocock** Astrium Ltd / UCL, UK  
Maggie is a space scientist working on optical instrumentation, a research fellow at UCL and a BBC television presenter. She is also founder of Science Innovation Ltd, through which she popularises astronomy and particle physics, particularly to black and ethnic minority communities.

**Mary Mulvihill** Freelance science journalist, Ireland  
In a previous existence, Mary worked as a statistical geneticist with Ireland's Agricultural Research Institute, so she knows what it's like to be a scientist. For the past 20 years, she has worked as a science writer and broadcaster, and she is a former president of the Irish Science & Technology Journalists Association.



**Hans Peter Peters** Forschungszentrum Jülich, Germany  
A researcher at Forschungszentrum Jülich and an Adjunct Professor at Free University of Berlin, Hans Peter has organised media training workshops for scientists for more than 15 years. He is also on the Scientific Advisory Board of the German Committee for Disaster Reduction and takes an interest in risk communication.



**Ana Godinho** Instituto Gulbekian de Ciencia, Portugal  
Ana coordinates media and external affairs for Instituto Gulbekian de Ciencia. She holds a doctoral degree in Developmental Neurobiology, and has been communicating science with the public and the media for several years. Before joining IGC, she was science communication officer at the Institute for Stem Cell Research in Edinburgh.



## The Workshops

Drawing on learning from science and technology studies, our workshops take a practical and interactive approach that puts trainees into various situations where they will have the chance to learn to communicate with lay, but intelligent, audiences.

We offer two workshops: Science Communication I (SCI) and Science Communication II (SCII).

SCI, a prerequisite for attending SCII, focuses on communicating with and through the mass media (including online media), in order to provide basic training in structured and well-focused communication. The practical exercises will include being interviewed in the radio and writing for the media.

SCII, specifically designed for those who have already taken SCI, focuses on direct communication with lay audiences in high-pressure situations. These include briefing policy makers, communicating risk in press conferences, and engaging with multiple audiences through public engagement initiatives.

