

TORINO MEETING 2024 Workshop on Public Outreach and Dissemination (Open Science and The Naked Scientists)

September 19th - 20th 2024

Molecular Biotechnology Center "Guido Tarone" (MBC2), Meeting Room #1 -1st floor
Via Nizza 44b, 10126, Torino, Italy

Thursday, 19th September 2024 - DAY ONE

Open Science

Science Communication – An Introduction

Dissemination and public outreach are becoming more and more integral part of scientist's work. In this session we will work on the basics of science communication and familiarize ourselves with different formats and concepts. We will practice some key skills in public communication from clarity to considering different audiences. The workshop is intended as an impetus to further explore the variety of possibilities of science communication in the future.

14:15 – 16:00	Goals of Science Communication Formats	Brigitte Gschmeidler - OpenScience - Vienna, Austria
16:00 – 16:15	Coffee Break ☕	
16:15 – 18:00	Target groups & Audiences Language use Concepts and Terminology Summary and Outlook	Brigitte Gschmeidler - OpenScience - Vienna, Austria
18:00 – 19:00	Interviews and Presentations: an Introduction	Christopher Smith - The Naked Scientists - Cambridge, UK

Friday, 20th September 2024 - DAY TWO

The Naked Scientist

How to be interviewed, and how to present: the Naked Scientists will reveal all...

In these two sessions, the award-winning science broadcasting team from The Naked Scientists will help you to become an accomplished and confident science communicator. Through a series of practical exercises, they'll show you how to give an effective interview for the wider media, and pass on techniques to help you deliver compelling and impactful presentations that will engage and resonate with audiences to help you to get your point across swiftly, efficiently and effectively.

8:30 – 10:30	Session 1	Christopher Smith - The Naked Scientists - Cambridge, UK
10:30 – 10:45	Coffee Break ☕	
10:45 – 13:00	Session 1 (continued)	Christopher Smith - The Naked Scientists - Cambridge, UK
13:00 – 14:00	Light Lunch	
14:00 – 15:30	Session 2	Christopher Smith - The Naked Scientists - Cambridge, UK
15:30 – 16:30	Coffee Break and Greetings ☕	