PROGRAMME

MOGLYNET WORKSHOP

*Training in Dissemination of Science*

20th-21st September 2017

University of Milan, Italy
Department of Pharmaceutical Science

**Wednesday, 20th September**
Lectures: Open session
Venue: Via Golgi, 19, Room G09

14.00-14.30 *Registration for external attendees*

14.30 **Scientific divulgation**

_Lecturer:_ Antonella Sparvoli

- A short introduction to scientific divulgation with non-science community (practitioners, policy-makers, funders and funding agencies, general public)
- Education of scientists in optimal communication skills
- How to write a press release that contains the main highlights and findings of a scientific journal article
  - What is a press release
  - The main goals of press releases
  - Different type of press releases
  - When is a paper chosen for press release
  - Top tips to write an appealing press release
  - The mistakes to avoid
  - The releasing process
  - Distribution portals
  - Examples of press releases

16.30 **Practical exercise: Opened exclusively to PhD students of MOGLYNET-programme**

- Starting from a scientific paper, published in a top scientific journal, a press release must be prepared according to journalistic criteria.
• The press releases will be presented to the rest of the class by each group and discussed together.

Wednesday, 21st September
Lectures: Open session
Venue: Via Golgi, 19, Room G09

9.00 Registration for external attendees

9.30 Communication on new media: a novel paradigm also for science

Lecturer: Ivano Eberini

• Psychology and sociology of new media in a nutshell
• Understanding a post, its aims and audience
• Defining a successful communication strategy: branding, engagement, influence and information concepts and their equilibrium for a good recipe
• Retrieval of updated scientific information for scientific communication
• Selection of proper audiences: peers, stakeholders and civil society
• Identification of the proper informative layer according to the target audience and generation of content suitable for specific social networks
• Comment and social activity management: good timing, positive interaction and management of misinformed or heterogeneous audience
• Social fail and crisis: how to avoid and manage them
• Examples of successful and bad communication strategies
• Public attitude to science
• Preparation of a scientific dissemination plan
• Identification of the aims, targets and tools
• Preparation of content strategy and approach
• Expected outcomes
• Monitoring and evaluation plan
• Responsible research and innovation (RRI)
• Discussion

12.30 Lunch

14.30 Practical section: Opened exclusively to PhD students of MOGLYNET-programme

Lecturers: Ivano Eberini and Antonella Sparvoli

A study case: guided collaborative organisation of a scientific dissemination meeting. Both new media communication strategy and content generation will be discussed and optimised together during the lesson.