



Course in Science Communication and Dissemination for TRANSMIT PhD students organized by Fondazione Umberto Veronesi

May 2-4 2019, Milan (Italy)

Venue: Torre Velasca, ninth floor, Piazza Velasca 5, Milan

Day 1: May 2, 2019

Morning Session: Science and Society: why scientists need to engage in communication

9.00-9.30: Introduction to the course A. Collino

9.30-10.30: The society of knowledge and the state of art in science communication M. Bellone

10.30-11.30: Basis of theory of communication: frame, emotion vs rationality. M. Bellone

11.30-11.45: *Coffee break*

11.45-12.45: Need money? Strategies and needs for fundraising. A. Guatri

12.45-13.45: *Lunch Break* at Sala Cerba – Fondazione Umberto Veronesi

Afternoon Session: Basis of science communication

13.45-14.45: Science and Society: risk communication A. Vitale

14.45-15.45: Scientific versus public communication of science C. Segrè

15.45-16.00: *Coffee break*

16.00- 17.00: Amateur scicomm – but not just that: social networks, conferences, festivals A. Collino

20.00: *Pizza party* at *Pizzeria Caputo* (via Falcone 7)  *Missori* (yellow line) or *Duomo* (red line)

Day 2: May 3, 2019

Morning Session: *Science meets the public(s)*

9.30-11.30: Science and journalism: telling the good stories that matter D. Barus

11.30-11.45: *Coffee break*

11.45-12.45: How to survive interviews and press conferences (with some insight in the role of the press office in a scientific institution) E. Invernizzi

12.45-13.45: *Lunch Break* at Sala Cerba – Fondazione Umberto Veronesi

13.45-14.00: How to communicate to high school students: some tips Chiara Segrè


14.00-18.00: Practical exercise. Preparation of a communication product for the following day in school C. Segrè, A. Collino and A. Lato

18.30 *Happy hour* at *That's Wine* (piazza Velasca 5)

Day 3: May 4, 2019

Morning Session: *It's your turn: be on the spotlight*

11.00-12.30: Practical activity at the Virgilio linguistic lyceum (via Pisacane 11)  *Paestro (red line)*
A. Collino, A. Vitale and A. Lato

13-14.30: *Lunch break* at *Crocetta* (piazza Armando Diaz 5)  *Missori (yellow line) or Duomo (red line)*

14.30-17.45: Practical exercises. Simulation of an interview and/or simulation of a press conference
C. Segrè and E. Invernizzi

17.45-18: Conclusion



SPEAKERS:

Donatella Barus – Head, FUV magazine and web page

Michele Bellone - Freelance science writer, nonfiction editor for Codice Edizioni

Agnese Collino - FUV scientific supervision

Anna Guatri - FUV CSR responsible and fundraiser

Elisa Invernizzi – Head, FUV press office

Angelica Lato - FUV events and educational projects office

Chiara Segrè – Head, FUV scientific supervision

Alessandro Vitale - FUV scientific supervision