



Venice International University Spring School

Equipping Researchers with Skills, Strategies and Confidence for Science Communication

March 18-22, 2024

Faculty

Alessandra Fornetti, TEN Program on Sustainability, Venice International University & COALESCE Project

Ilda Mannino, TEN Program on Sustainability, Venice International University & COALESCE Project

Marina Joubert, Centre for Research on Evaluation, Science and Technology (CREST), Stellenbosch University

Lars Guenther, Ludwig-Maximilians-Universität (LMU), Munich Science Communication Lab

Julia Serong, Ludwig-Maximilians-Universität (LMU), Munich Science Communication Lab

Monica Déchène, Ludwig-Maximilians-Universität (LMU), Munich Science Communication Lab

Michael John Gorman, Ludwig Maximilians-Universität (LMU)

Eleonora Di Maria, Department of Economics and Management, University of Padua

Marco Bettiol, Department of Economics and Management, University of Padua

Program

Monday, March 18, 2024

9:00-9:30 AM	Registration
9:30-10:30 AM	Program overview & Ice breaker <i>All faculty & students</i>
10:30-10:50 AM	<i>Break</i>
10:50-11:50 AM	The role of scientists within society. What does it mean to be doing science communication and public engagement for societal impact, and its social and cultural context <i>Michael John Gorman, LMU</i>
11:50-12:50 PM	Reflecting on the differences and overlaps between different concepts related to science communication and public engagement (including engaged scholarship, societal impact, research uptake and more). <i>Marina Joubert, Stellenbosch University</i>



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12:50 PM Lunch
2:00-5:00 PM **'How to...' Communicate your research (workshop session)**
Ilda Mannino & Alessandra Fornetti, VIU

Tuesday, March 19, 2024

9:30-10:30 AM **Introducing the stakeholder view and map: an analysis of different expectations**
Eleonora Di Maria, University of Padua

10:30-10:50 AM Break

10:50-11:50 AM **Science communication and public engagement across different types of research: Is there a difference between basic and applied research? And between natural and social sciences?**
Marina Joubert, Stellenbosch University

11:50-12:50 PM **Science Communication and museum: good practices for public engagement**
Michael John Gorman, LMU

12:50 PM Lunch

2:00-3:00 **Communicating research case study: Sustainability**
Eleonora Di Maria, University of Padua

3:00-5:00 PM **"How to..." Evaluate science communication (workshop session)**
Julia Serong, Monica Déchène & Lars Guenther, LMU

Wednesday, March 20, 2024

9:30-10:30 AM **The nuts and bolts of a public engagement plan – Workshop session 1**
Marina Joubert, Stellenbosch University

10:30-10:50 AM Break

10:50-11:50 AM **Communicating research case study: Planetary Health**
Julia Serong & Monica Déchène, LMU

11:50-12:50 AM **Public Engagement of scientists on Twitter/X and user interaction**
Lars Guenther, LMU

12:50 PM Lunch

2:00-3:00 PM **Characteristics and specificities of digital communication in relation to multiple targets**
Marco Bettiol, University of Padua

3:00-4:30 PM **'How to...' communicate on social media (workshop session)**
Marco Bettiol, University of Padua

7 PM *Social dinner in San Trovaso Restaurant*

Thursday, March 21, 2024

9:30-10:30 AM **The nuts and bolts of a public engagement plan – Workshop session 2**
Marina Joubert, Stellenbosch

10:30-10:50 AM Break

10:50-12:50 PM **WS: researchers' needs in science communication**
Ilda Mannino & Alessandra Fornetti, VIU & COALESCE Project

12:50 PM Lunch



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- 2:00-3:00 PM **Media, Press & Communication offices to support research communication**
Open discussion moderated by Marina Joubert and Alessandra Fornetti
- 3:00-4:30 PM **Students' Preparation of presentations & Tutorial by faculty**
(in parallel)

Friday, March 22, 2024

- 9:30-10:30 AM **Participants' research presentation: practice what learnt**
10:30 AM Break
- 10:50-12:30 AM **Participants' research presentation: practice what learnt**
- 12:30-1:00 PM Introduction to site visit and closing
12:50 PM Lunch
- 2:50 PM **Waterbus to Venice**
- 3:15-4:30 PM **Site visit**
Ocean Space