



Venice
International
University

Venice International University Spring School

Equipping Researchers with Skills, Strategies and Confidence for Science Communication

4th edition

March 8-12, 2027

Faculty

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

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

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

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

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

Monica Déchène, Munich Science Communication Lab, 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

Sara Garfield, University of Bordeaux

Florian Reche, University of Bordeaux

Program

Monday, March 8, 2027

Science communication: An introduction

9:00-9:15 AM **Registration**

9:15-9:30 AM **Welcome and programme overview**

9.30-11.00 AM **Students' 3-minute presentation of their research**
All faculty & students

11:00-11:15 AM *Coffee Break*

11:15-12:45 AM **Introduction to science communication: origins, definitions, paradigms, and formats**
Marina Joubert, Stellenbosch University, Lars Guenther and Monica Déchène, LMU

12:45 PM *Lunch*

2:00-4:00 PM **Lab: 'How to...' - PLAY Scicomm game: Who wants to communicate Science**
Alessandra Fornetti & Ilda Mannino, VIU

4:00-5:00 PM **Introduction to the group work/ individual final presentation**
Participants' research presentations: practice what they learned

Choosing among

- 3 min/3 slides presentations
- 1.5 min video interview (produced in Venice)
- other innovative formats (e.g. games, performances, art...)

As individual or in group work?

Tuesday, March 9, 2027

Effective Science Communication: story-telling, language and public speaking

9:30-10:15 AM **Communicate your research through story-telling** *Sara Garfield, University of Bordeaux*

10:15-11:30 AM **"How to...": Adapt language to the format**, *Sara Garfield, University of Bordeaux*

11:30-11:45 AM *Coffee Break*

11:45-12:45 PM **"How to...": communicate through public speaking - Part 1**
Florian Reche, University of Bordeaux

12:45 PM *Lunch*

2:00-5:15 PM **"How to...": communicate through public speaking - Part 2**
Florian Reche, University of Bordeaux

7:00 PM *Social Dinner*

Wednesday, March 10, 2027

Effective Science Communication: Audiences, Impact and Public Engagement

9:30-10:30 AM **Science communication in socio-political contexts**
Julia Serong, Monica Déchène, LMU

10:30-11:30 AM **Audience: Introducing and developing the stakeholder view**
Ilda Mannino, VIU & Julia Serong, LMU

10:50-11:50 AM *Coffee Break*

11:50-12:50 AM **Planning for Impact & evaluation of science communication: case scenarios**
Monica Déchène, LMU

12:50 PM *Lunch*

2:00-4:30 PM *Site visit or group work or a session on visual communication*

Thursday, March 11, 2027

Science Communication and AI: opportunities and challenges

- 9:30-10:30 AM **AI use for science communication: potential and challenges**
Marco Bettiol and Eleonora di Maria, University of Padua
- 10:30-11:30 AM **How to.../workshop**
Participants' experience with AI part 1
Marco Bettiol and Eleonora di Maria, University of Padua; Lars Guenther and Julia Serong, LMU
- 11:30 – 11:45 *Coffe/Tea break*
- 11:45-12:45 **Participants' experience with AI part 2**
Marco Bettiol and Eleonora di Maria, University of Padua; Lars Guenther and Julia Serong, LMU
- 12:50 PM *Lunch*
- 2:00-3.00 PM **Managing the risk of communicating to the public and examples**
Marina Joubert, Stellenbosch University and Lars Guenther, LMU
- 3:00-5.00 PM **Students' preparation of presentations
& Tutorial/mentoring by faculty**

Friday, March 12, 2027

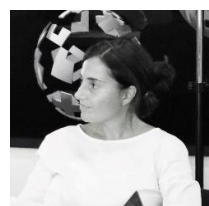
Practicing what learnt

- 9.00-10.00 - AM **Students' preparation of presentations**
- 10:30 -10:50 AM *Coffee-Break*
- 10:50-12:30 AM **Participants' research presentations: practice what they learned**
Choosing among
 - 3 min/3 slides presentations
 - 1.5 min video interview (produced in Venice)
 - other innovative formats (e.g. games, performances, art...)
- 12:30 PM *Lunch*
- 2:00 PM **Closing**

Faculty's short bio



Alessandra Fornetti is Executive Director of the TEN Program on Sustainability at Venice International University, where she also coordinates VIU Science Communication unit. She has been working for two decades on communication and sustainability, promoting research, capacity building and dissemination of research results. She is currently part of COALESCE project that builds the EU Competence Center for science communication, co/coordinating the designing of its Academy.



Ilda Mannino is the Scientific Coordinator of the Intensive Graduate Activities and of the TEN Program on Sustainability of the Venice International University. With a PhD in Environmental Science, her current research interests focus on Sustainable Development and Science Communication. She has a long experience in research and education projects on these themes. Among these, she is currently involved in the COALESCE Project, to develop the EU Competence Centre on Science communication and its Academy. In 2018-2021 she was the scientific coordinator of the Horizon 2020 QUEST Project on Quality science communication.



Marina Joubert is an associate professor of science communication at the Centre for Research on Evaluation, Science and Technology (CREST) at Stellenbosch University in South Africa. Her research focuses on the role of research-active scientists in societal dialogues, with a particular interest in scientists that become highly visible, including understanding the risks and rewards associated with public prominence. She serves on several international advisory and editorial boards and is the deputy editor of the Journal of Science Communication (JCOM). She is an honorary life member of the global Public Communication of Science and Technology (PCST) Network.



Lars Guenther is a Professor at the Department of Media and Communication at LMU. He is interested into public perceptions of (controversial) science, science and health journalism, as well as the public communication about risks and scientific (un)certainty.



Julia Serong is a research associate at the Department of Media and Communication at LMU. She is also the Research Director and member of the Executive Board of the Munich Science Communication Lab. Until 2021 she was the coordinator of the ad hoc working group "Facticity of the World" at the Bavarian Academy of Sciences. From 2013 to 2020, she was a research associate (project management) at the Institute of Journalism at TU Dortmund University. From 2009 to 2014, she was a research associate at the Institute for Journalism and Communication Studies at the FU Berlin. In 2014 she completed her Ph.D. at the FU Berlin on the topic of "Media Quality and Audience". Dr. Serong studied communication science, economic policy, and English at the WWU Münster.



Monica Déchène is a Research Associate in the Department of Media and Communication at LMU. She holds a Bachelor in Health and Nursing Sciences with minors in Political Science and Sociology, and a consecutive Master from the Technical University of Munich, during which she also studied in Hong Kong. She worked in science communication and educational research during her studies, then joined the Center for International Student Assessment (ZIB) as a research associate. Since late 2023, she has been a research associate and evaluation coordinator at the Munich Science Communication Lab (MSCL). In 2024, she began her PhD at TUM on learning in museums within the context of Education for Sustainable Development.



Eleonora Di Maria is full professor of Economics and Business Management at the University of Padua, Department of Economics and Business Sciences "Marco Fanno" (DSEA). She is scientific head of the DSEA's Digital Manufacturing Laboratory, a space for in-depth study and discussion on the evolution of Italian manufacturing in relation to digital technology transformation. Her main research topics concern the competitiveness of enterprises and local SME systems with respect to environmental sustainability and business innovation, technological innovation, sustainable business models, sustainability and new forms of enterprise, internationalization and global value chains.



Marco Bettiol is an Associate Professor in Economics and Management at the Department of Economics and Management at the University of Padua. His research activity has been focused on creativity and innovation and their role for the competitiveness of small and medium firms and industrial districts. In the past, he carried out research on new technologies and analyzed the diffusion of open source software among small and medium firms. More recently, he focused his research on two main subjects: the role

of communities of creatives in local development and entrepreneurship and in particular on the role of the entrepreneur on innovation and creativity.



Sara Garfield is an English teacher at the University of Bordeaux, where she has been teaching English for Specific Purposes (ESP) with a focus on STEM subjects for over a decade. Her courses are designed to provide students with strategies to communicate scientific concepts clearly and effectively to a wide range of audiences. She also runs bespoke workshops in public speaking and intercultural communication in undergraduate and post-graduate programs. She has an academic background in Applied Linguistics and Modern Languages, as well as a strong interest in social sciences and education. Her current focus is on integrating story-telling and podcasting

techniques into her courses.



Florian Reche Florian Reche is an English teacher and doctoral researcher at the University of Bordeaux, where he teaches public speaking and has designed English courses centred on eloquence, theatre and improvisation. Since 2024, he has been conducting PhD research under the supervision of Dr Alexandra Reynolds, investigating the use of improvisational techniques within an enactive-performative framework to support intermediate and advanced English learners in French higher education. His pedagogical expertise is grounded in a Master's degree in English linguistics and artistic

training at a Conservatoire of Dramatic Arts and various acting and improvisation schools in Paris.