



SCIENCE COMMUNICATION WORKSHOP

EMB ICYMARE Workshop on Communication – Agenda

23 September 2021

Title: Boosting the impact of your science through effective communication: Learning how to be heard by media, policy makers and stakeholders

	Item	Speaker(s)
12:30 – 12:40	Short introduction to EMB and the Ambassador Programme	Alessandro Cresci, Anjali Gopakumar and Rebecca Zitoun (EMB Young Ambassadors)
12:40 - 12:45	Polls / written input on who attendees are and what they want to gain from the workshop	Anjali Gopakumar
12:45 – 12:50	Aims of the workshop	Anjali Gopakumar
12:50 – 13:00	The European Science-Policy landscape at a glance	Paula Kellett (EMB)
13:00 – 13:10	The Ocean Decade and its relevance to communications	Rebecca Zitoun
13:10 – 13:20	Making your communication intercultural and non-biased	Louise Delaguie (NIOZ, Netherlands)
13:20 – 13:45	Linking your research to policy – presentation and Q&A	Rebecca Shellock (ANU, Australia)
13:45 – 14:20	Communicating via cartoons – presentation and Q&A	Rohan Chakravarty (Green Humour, India) and Steffen Kraft (iconeo, Germany)
14:20 – 14:45	How the pressure to (instantly) publish and disseminate your research (and a lot of it) erodes science’s position as one of society’s most trusted sources of information	Howard Browman (IMR, Norway)
14:45 – 14:50	<i>Short coffee / comfort break</i>	
14:50 – 15:25	Breakout discussions with pre-drafted questions	Moderated by Alessandro Cresci, Anjali Gopakumar and Rebecca Zitoun
15:25 – 15:30	Closing words and reflecting on original aims	Alessandro Cresci, Anjali Gopakumar and Rebecca Zitoun