

## Communicate your research to non-researchers

Intensive Training  
Venice, 2-3 December 2024



The communication of research to the public of non-experts represents a fundamental step for research to have an impact on society. While it is true that not all researchers must or can be engaged in public communication, it is crucial to create their capacities and confidence to effectively communicate research to the public.

The course develops awareness, skills and knowledge to effectively communicate research in different media and to different audiences. Conceived in person, it provides core knowledge and key skills through short theoretical sessions and hands-on activities.

This Intensive Training is organized in cooperation with FEEM - Fondazione ENI Enrico Mattei. Special attention is put on the communication of topics linked to environmental issues.



### Program

#### Day 1, Dec.2 **Communication of science and research: core principles**

9.30-12.30 Introduction to research communication: principles, audiences and tips. *I. Mannino, A. Fornetti, VIU*

14.00-17.00 Evaluation of research communication: planning and impact. *A. Fornetti, I. Mannino, VIU*

#### Day 2, Dec. 3 **Communication of science and research: key skills**

9.30-12.30 Storytelling and Public speaking. *S. Garfield, University of Bordeaux*

14.00-17.00 Visual(AI)sing climate change. *C. Rigutto, social media expert*

**Attendance FEE** (tuition, course materials, lunches):

Participants of VIU member institutions: € 180 included VAT

Participants of other institutions: € 280 included VAT

**Registrations** available at this [link](#) (open till Nov. 20, 2024)

### **About VIU**

*Venice International University (VIU) is an international association of 23 universities and higher education institutions from Europe, North America, South Africa, East Asia, and the Mediterranean with a common campus on the island of San Servolo in the Venice lagoon ([www.univiu.org](http://www.univiu.org)).*

*VIU has a recognized expertise in [Science Communication](#) and actively promotes research and training activities on the topic, offering international seminars at graduate and undergraduate level. Special attention is deserved to the communication of environment and sustainability, linked to the work of the [VIU TEN Program](#) in this field.*



*As partner of the [COALESCE](#) project, that builds the European Competence Center on Science Communication, VIU coordinates the design of the Competence Centre Academy. It previously coordinated the [QUEST](#) project in which VIU led the development of training materials for effective science communication, for scientists and professionals.*

*In September 2023 VIU co-organized and hosted the [Venice Symposium](#) with PCST, the global network on Public Communication of Science and Technology.*



*Venice International University, on the island of San Servolo, 10 minutes by boat from Piazza San Marco by Line 20 San Zaccaria pier - [How to get to VIU](#)*