



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

**May 2-4 2019, Milan (Italy)**

**Venue: Fondazione Umberto Veronesi headquarters, Milan  
piazza Missori 5 or via Solferino 19 (TBC)**

**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***

***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- 17.30: Storytelling and data in science communication (and pseudoscience)**

FUV news magazine office

**20.00: Social dinner/pizza party**

**Day 2: May 3, 2019**

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

**9.30-11.30: Science communication on different media and for different targets (web, paper, books, blogs, social networks, radio, television, public conferences, festival and researchers night) and relation between scientists and media.** FUV news magazine officer and Agnese Collino

**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**

**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**

**Day 3: May 3, 2019**

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

**9.00-13.00: Practical activity in a high school** A. Collino, A. Vitale and A. Lato

**13-14.30: Lunch break**



**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:**

Agnese Collino FUV Scientific Supervisor

Chiara Segrè FUV Scientific Supervisor

Elisa Invernizzi Elisa Invernizzi, FUV Press Officer

M. Bellone Freelance science writer, nonfiction editor for Codice Edizioni

Anna Guatri, FUV CSR responsible and fundraiser

Alessandro Vitale, FUV scientific supervisor

Angelica lato FUV events and educational projects officer

Alessandro Vitale FUV Scientific Supervisor