A first training on Public Engagement - ONLINE

Obiettivi
Public engagement includes many different activities which can be used to better connect the work of research institutes and universities with society. It is a two-way process, which generates a mutual benefit among the researcher and the public.
The main aim of this training program is to provide an initial support to the early career researchers in public engagement activities, as outreach, research communication and school interactions.
The course will include a theoretical and a practical part.

Destinatari
Fellini fellowships and mentees from 1st INFN training programme

Date
September 10-11 2020

N. partecipanti
40max

Responsabile:
Maria Rosaria Masullo

Docenti:
Francesca Scianitti and Susanna Bertelli (INFN)
PROGRAMMA

**Module 1:** 9:30-13:00 -lunch break- 14:00-17:00
Theoretical Module:
1) 9:30-10:00 *Goal:* why sharing your research with the public and the scientific community. (Francesca Scianitti)
2) 10:00-10:30 *Public:* profiling your audiences. What they can understand what they can’t. (Susanna Bertelli)
3) 10:30 – 11:00 *Language:* choice of words and scientific contents. How talking about technical aspects. (Susanna Bertelli)
4) 11:00 -11:15 Coffee Break
5) 11:15 – 11:45 *Story:* building an understandable and engaging story (Francesca Scianitti)
6) 11:45– 12:15 *Format:* lecture, scientific corner, brochure, video, show, practical activity, exhibition. (Francesca Scianitti)
7) 12:15 – 13:00 Questions and Discussion

Practical module:
Drawing up a “storyboard” of your research story
8) 14:00 – 14:30 Presentation of the practical activity:
   - Goals
   - Sequence
   - Contents (hot to throw away if not interesting for your target)
   - Language
   - Tool: choice of the format
9) 14:30 – 16:30 Practical activity
10) 16:30-17 Feedbacks on practical activity: difficulties and needs

**Module 2:** 9:00-13:30
Practical module:
1) 9:00 - 10:00 Discussion on the practical activity

Theoretical module:
2) 10:00 – 10:30 *Organization:* tips and tricks to organize your activity. Case studies (Susanna Bertelli)
3) 10:30 – 11:00 *Impact:* evaluating the impact of your PE activity (Susanna Bertelli)
4) 11:00 -11:15 Coffee Break
5) 11:15 – 11:45 *Media:* promoting and communicating your activity (Francesca Scianitti)
6) 11:45 – 12:15 *Budget:* value of your PE project/ how supporting it. (Francesca Scianitti)
7) 12:15 – 13:00 Conclusions, questions and general discussion
8) 13:00 – 13:30 Final test and course evaluation form