



Science communication and knowledge valorization: practices and tools



OCTOBER 23, 28 · 10-13 **NOVEMBER 5, 20, 27 · 10-13** **DECEMBER 11 · 10-13**,
Room P2B, Paolotti complex, Via Giambattista Belzoni n. 7 - 35131 Padova

NOVEMBER 13 · 15-17 EVENT OPEN TO THE ACADEMIC COMMUNITY
Sala delle Edicole, Palazzo del Capitanio, Piazza Capitaniato n. 3 - 35139 Padova

The course consists in two modules:

Module 1: Overview

Wednesday, October 23 · 10-13

Room P2B, Paolotti complex

*Introduction to research communication:
why, what, who and how*

Ilda Mannino, Alessandra Fornetti
Venice International University

October 28 · 10-13

Room P2B, Paolotti complex

*Communication Plan: quality,
impact and evaluation*

Alessandra Fornetti, Ilda Mannino
Venice International University

Module 2: How to tackle different publics and different media

November 5 · 10-13

Room P2B, Paolotti complex

Lab: Public Speaking

Sara Garfield University of Bordeaux and
Venice International University

November 13 · 15-17

Sala delle Edicole, Palazzo del Capitanio

EVENT OPEN TO THE ACADEMIC COMMUNITY

*Keynote: Why should we care about public
communication of research? Reflecting on the
role of science communication in society*

Sarah Davies University of Vienna

November 20 · 10-13

Room P2B, Paolotti complex

Lab: Visual Communication

Stefano Guerardi, Claudia Culos
University of Padua

November 27 · 10-13

Room P2B, Paolotti complex

*Lab: Social media in science and
research communication*

Cristina Rigutto Venice International University

December 11 · 10-13

Room P2B, Paolotti complex

*Lab: How to talk to journalists
& communication offices*

Elisabetta Tola, Gioia Lovison
University of Padua

How to achieve:

2 CFU: module 1 + module 2 · **1.5 CFU:** module 1 + Keynote + 2 labs · **1 CFU:** module 1 + Keynote