

**PROGRAMME**

**Venue:** Ljubljana, Slovenia

**Tutors:** Myc Riggulsford, The Walnut Bureau, Issue Management & Communications  
Quentin Cooper, BBC Radio 4 'The Material World'

**Facilitators:** Dora Glassford Cimerman, Science & Exchanges Manager, British Council

**Monday 30 May 2005**

09.00 – 09.15 Registration & Coffee

09.15 – 09.25 Welcome  
XX, Director British Council Slovenia  
Dora Glassford Cimerman, Science & Exchanges Manager

09.25 – 09.40 Introductions and why science communication is important:  
*The roles of scientists, journalists and politicians.*

09.40 – 10.00 Communicating with public audiences:  
*Lessons from the media: what makes news interesting*

10.00 – 10.30 Science presentation  
*Typical science for the public - how the popular press sees it*

10.30 – 10.45 *Coffee/tea*

10.45 – 12.00 Workshop 1, press conference writing & feedback

12.00 - 12.30 What makes a story?  
*Newspapers, magazines, web publishing. Good writing, narrative structures, choosing examples.*

12.30 – 13.30 *Lunch*

13.30 – 14.00 Competition: the struggle for survival  
*How the media works, competition from other news outlets, and competition within the organisation. Sources: how stories arrive, examples of good and bad press releases.*

14.00 - 15.00 Workshop 2, Science writing masterclass: Training scientists to work with the media  
*Review of submitted articles from scientists, and how UK trainers would comment.*

15.00 – 15.20 *Coffee/tea*

15.20 – 16.20 Workshop 3, Science journalism masterclass: Making stories from research  
*Review of submitted articles from journalists, and how UK colleagues would comment*

16.20 – 17.00 Setting the agenda: Scientists or pressure groups, who gets the best stories and why?  
*Visual impact, sensitive & ethical issues, jargon, arrogance and business interests*

17.00 - 17.15 *Summary and close of Day 1*

18.30 *Reception at the British Council*

## Tuesday 31 May 2005

- 09.00 – 09.30 Preparing for interview: Television & radio techniques  
– *tips for preparation, what to expect, what to ask, structure, time, choosing examples*  
*The different requirements for different media*
- 09.30 – 10.15 Parallel sessions:  
Workshop 4: Speaking masterclass: Training scientists to work with the media  
*Recording radio interviews with scientists*  
Workshop 5: Discussion: Challenges and obstacles to communication  
*Debate with journalists, press officers and policymakers*
- 10.15 – 10.35 *Coffee/tea*
- 10.35 – 10.40 Review of Workshop 5 debate
- 10.40 – 12.30 Workshop 4: Speaking masterclass: Training scientists to work with the media  
*Radio interviews review and discussion*
- 12.30 – 13.30 *Lunch*
- 13.30 – 14.00 Inform, entertain, engage: how to get people to pay attention to science.  
*Traditional and new methods: lectures, museums, festivals, cafe scientifique*
- 14.00 – 15.00 Workshop 6: Science communication in Slovenia: problems and specifics  
*Debate and contributions from policymakers, press officers, journalists and scientists*
- 15.00 – 15.20 *Coffee/tea*
- 15.20 – 16.00 Principles of communication
- 16.00 – 16.30 What next?
- 16.30 *Summary and close*

*Evening: British Council Cafe Scientifique, host Quentin Cooper*