



UNIVERSITÀ  
DEGLI STUDI  
DI MILANO

## PROGRAMME

### MOGLYNET WORKSHOP

## *Training in Dissemination of Science*

20<sup>th</sup>-21<sup>st</sup> September 2017

University of Milan, Italy  
Department of Pharmaceutical Science

Wednesday, 20<sup>th</sup> September

Lectures: Open session

Venue: Via Golgi, 19, Room G09

14.00-14.30 *Registration for external attendees*

### 14.30 **Scientific divulgation**

*Lecturer: Antonella Sparvoli*

- A short introduction to scientific divulgation with non-science community (practitioners, policy-makers, funders and funding agencies, general public)
- Education of scientists in optimal communication skills
- How to write a press release that contains the main highlights and findings of a scientific journal article
  - ✓ What is a press release
  - ✓ The main goals of press releases
  - ✓ Different type of press releases
  - ✓ When is a paper chosen for press release
  - ✓ Top tips to write an appealing press release
  - ✓ The mistakes to avoid
  - ✓ The releasing process
  - ✓ Distribution portals
  - ✓ Examples of press releases

### 16.30 **Practical exercise: *Opened exclusively to PhD students of MOGLYNET-programme***

- Starting from a scientific paper, published in a top scientific journal, a press release must be prepared according to journalistic criteria.

- The press releases will be presented to the rest of the class by each group and discussed together

**Wednesday, 21<sup>st</sup> September**  
**Lectures: Open session**  
Venue: Via Golgi, 19, Room G09

9.00 *Registration for external attendees*

9.30 **Communication on new media: a novel paradigm also for science**

*Lecturer: Ivano Eberini*

- Psychology and sociology of new media in a nutshell
- Understanding a post, its aims and audience
- Defining a successful communication strategy: branding, engagement, influence and information concepts and their equilibrium for a good recipe
- Retrieval of updated scientific information for scientific communication
- Selection of proper audiences: peers, stakeholders and civil society
- Identification of the proper informative layer according to the target audience and generation of content suitable for specific social networks
- Comment and social activity management: good timing, positive interaction and management of misinformed or heterogeneous audience
- Social fail and crisis: how to avoid and manage them
- Examples of successful and bad communication strategies
- Public attitude to science
- Preparation of a scientific dissemination plan
- Identification of the aims, targets and tools
- Preparation of content strategy and approach
- Expected outcomes
- Monitoring and evaluation plan
- Responsible research and innovation (RRI)
- Discussion

12.30 Lunch

14.30 **Practical section: *Opened exclusively to PhD students of MOGLYNET-programme***

*Lecturers: Ivano Eberini and Antonella Sparvoli*

A study case: guided collaborative organisation of a scientific dissemination meeting.  
Both new media communication strategy and content generation will be discussed and optimised together during the lesson.