

PCST workshop: Training scientists in communication skills

Chaired by Mónica Bettencourt-Dias and Jenni Metcalfe

Speakers:

Steve Miller-Head of Science and Technology Studies, UCL (UK) and Director of the European Science Communication Workshops

Frank Burnet- Professor of Science Communication at the UWE (UK) and co-director of the Cheltenham Festival of Science.

Mariano Gago- Chairman of the International Risk Governance Council.

Jenni Metcalfe-Director Econnect Science Communication Consultants (AU)

Toss Gascoigne-Director of Council for the Humanities, Arts and Social Sciences (AU)

Date:

Saturday 5th June, 2004 from 3-5pm

Workshop outline:

The workshop will involve a mix of case-studies, practical exercises and plenty of discussion looking at:

- * Training and motivating scientists to use the media to communicate
- * Training and motivating scientists to speak to the general public, policy-makers and funding entities
- * Training scientists to speak about controversy/issues
- * Reaching scientists in remote areas * Training resources
- * Evaluating training

Chairs

Mónica Bettencourt-Dias is a research associate at the University of Cambridge, where she studies the regulation of cell division. She graduated in Biochemistry from the University of Lisbon and went on to complete a PhD at the University College London. Mónica completed her *Diploma in Science Communication* from Birkbeck College (UK). She recently co-organised the first workshop in Portugal with the aim to train researchers in communicating with the media and public. She is a founding member of the non-governmental organization, *Science for Development*, and currently heads its *Communication* section. This organization aims to promote science and technology in developing countries. She has co-organized courses in Mozambique for university graduates, aimed at promoting scientific activity and careers in science. She is currently coordinating the building of web-based resources to provide information and tools on science and scientific careers for the developing world.

Jenni Metcalfe is Director of Econnect Communication Pty Ltd, a small company based in Brisbane Australia, specialising in science and environmental communication. Jenni has qualifications in science (biochemistry and environmental science) as well as journalism and has worked for 15 years as a science communicator. During this time, she worked with a colleague, Toss Gascoigne, to develop workshops for scientists in media skills, presentation skills and communication planning. They have run these workshops across Australia for 12 years, and more recently in New Zealand, South Africa and the Philippines. She is currently writing a book about environmental communication, that will include a section on training technical people in communication skills.