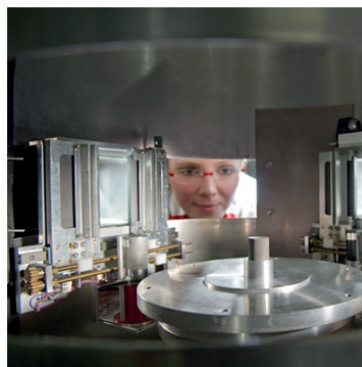
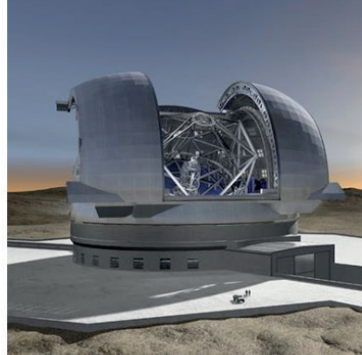


PARI 2017 – Public Awareness of Research Infrastructures II

Communicating the importance of science to society

29-30 May 2017
Garching (near Munich),
Germany



10:00 - 12:00	Guided Tours	ESO / FRM II
12:00 - 14:00	Registration	in front of Eridanus
13:30 - 14:00	Speed-networking	Eridanus
14:00 - 14:15	Welcome	Eridanus
	Dr. Lars Lindberg Christensen (European Southern Observatory, Germany), Dr. Jürgen Neuhaus (ERF, Technical University of Munich, Germany)	
14:15 - 14:45	Keynote 1:	Eridanus
	<i>Science Communication and Success Measurement: frameworks, guidelines and some tips</i> Prof. Dr. Ana Adi (Quadriga Hochschule Berlin, Germany)	
14:45 - 15:15	Keynote 2:	Eridanus
	<i>20 years of public engagement with science</i> Dr. Ana Noronha (Ciência Viva, Portugal)	
15:15 - 16:00	Coffee Break	Eridanus foyer
16:00 - 18:00	Parallel session 1: Visitor programmes and engaging the youngsters	Eridanus
	Chair: Terry O'Connor (Science and Technology Facilities Council, UK)	
16:00	<i>Opening new windows on science,</i> Christopher Buratta (Science and Technology Facilities Council, UK)	
16:20	<i>Collaboration: thinking inside the box,</i> Jo Lewis (Science and Technology Facilities Council, UK)	
16:40	<i>IAstro Júnior – Spreading Science to Younger Generations,</i> Ana Alves (Instituto de Astrofísica e Ciências do Espaço, Portugal)	
17:00	<i>The ALBA Open Day, a party for scientists and the general public,</i> Ana Belen Martinez (Alba Synchrotron, Spain)	
17:20	<i>How to visit a remote radio-quiet facility spread on 3 continents and 2 hemispheres?</i> <i>The challenging case of the SKA,</i> Mathieu Isidro (SKA Telescope, UK)	
17:40	<i>'Girls Night Out' at Jodrell Bank Discovery Centre,</i> Dr. Ruth Grutzbauch (Jodrell Bank Discovery Centre, University of Manchester, UK)	

16:00 - 18:00	Parallel session 2: Engaging the scientists	▶ Telescopium
	Chair: Sara Fletcher (Science and Technology Facilities Council, UK)	
16:00	<i>That would have made a really nice story (if we'd known)... (Storytelling at TU Delft),</i> Pieke Hoekstra and Karlijn Spoor (Delft University of Technology, Netherlands)	
16:20	<i>Future Scientists Communicating Science,</i> João Retrê (Institute of Astrophysics and Space Sciences, Portugal)	
16:40	<i>Establishing a new outreach programme,</i> Tania Johnston (ESO, Germany)	
17:00	<i>Attracting and addressing possible new users for large-scale facilities,</i> Karin Griewatsch (Christian-Albrechts-Universität zu Kiel, Germany)	
17:20	<i>Hundreds of scientists, thousands of people, one event: how do you do it?,</i> Phill Day and Dr. Sophy Palmer (STFC Rutherford Appleton Laboratory, UK)	
19:00 - 22:00	Conference Dinner: Georgenhof - U-Bahn line 6 stop „Giselastraße“	▶ see last page

TUESDAY 30 MAY 2017

09:00 - 09:30	Keynote 3:	▶ Eridanus
	<i>Is there a future for science communication?,</i> Dr. Michel Claessens (EC, ITER , Brussels, Belgium)	
09:30 - 10:00	Keynote 4:	▶ Eridanus
	<i>Science communication research — what's the big idea?,</i> Brian Trench (PCST, University of Dublin , Ireland)	
10:00 - 10:45	Coffee Break: Show and Tell	▶ Eridanus foyer
	Sara Fletcher (Science and Technology Facilities Council, UK)	
10:45 - 12:45	Parallel session 3: Branding & Funding	▶ Eridanus
	Chair: Dr. Hannelore Hämmerle (Max-Planck-Gesellschaft, Germany)	
10:45	<i>Looking good,</i> Fabienne Landua (CERN, Switzerland)	
11:05	<i>Raising Funds for the ESO Supernova,</i> Tania Johnston (ESO, Germany)	

- 11:25 *Communicating the SINE2020 Neutron European Consortium,*
Inês Crespo (University of Edinburgh, UK)
- 11:45 *When Social effort overcomes Funding constraints,*
João Retrê (Institute of Astrophysics and Space Sciences, Portugal)
- 12:05 *From branding to promotion, how to determine the building blocks of your communication,*
Oana Sandu (ESO, Germany)
- 12:25 *Communication Strategies for the European Extremely Large Telescope,*
Richard Hook and Dr. Lars Lindberg Christensen (ESO, Germany)

10: 45 - 12:45 **Parallel session 4: Unconventional outreach & Social media** ➤ Telescopium

Chair: Dr. Bernd Ebeling (European XFEL, Germany)

- 10:45 *NANOCOSMOS ERC: Laboratory Astrophysics and Stardust,*
Natalia Ruiz-Zelmanovitch (Instituto de Ciencia de Materiales de Madrid, Spain)
- 11:05 *Scientists at IRB Barcelona dance for cancer, Alzheimer's and diabetes research,*
Sarah Sherwood (Institute for Research in Biomedicine Barcelona, Spain)
- 11:25 *Ignite IAStro: A touring show goes off the beaten track,*
Sérgio Pereira (Instituto de Astrofísica e Ciências do Espaço)
- 11:45 *Thinking outside of the campus - reaching geographically remote audiences,*
Sara Fletcher (Science and Technology Facilities Council, UK)
and Laura Holland (Diamond Light Source, UK)
- 12:05 *The EGU Blogs: an online platform for science communication,*
Dr. Laura Roberts and Dr. Barbara Ferreira (European Geosciences Union, Germany)
- 12:25 *Engaging the public at the bluedot festival,*
Dr. Ruth Grutzbauch and Jamie Sloan (Jodrell Bank Discovery Centre, University of Manchester, UK)
- 12:35 *Engaging with the Engineering of the Square Kilometre Array: an RAEng ,Ingenious' project,*
Jamie Sloan (Jodrell Bank Discovery Centre, University of Manchester, UK)

12:45 - 13:45 **Lunch with group photo at the end** ➤ Eridanus foyer

13:45 - 15:30 **Parallel session 5: Evaluation** ➤ Eridanus

Chair: Oana Sandu (ESO, Germany)

- 13:45 *Rosetta: adventures in science communication,*
Dr. Emily Baldwin (EJR-Quartz for European Space Agency, Netherlands)
- 14:05 *Evaluation of research infrastructure investment and Public Engagement in the UK,*
Dan Hillier and James Watson (Science and Technology Facilities Council, UK)
- 14:25 *Case Study: Building a Physics Institute's Outreach Programme from Scratch,*
Erik Arends (Leiden University, Netherlands)
- 14:45 *Using social media to make science publicly appealing,*
Julie Haffner (CERN, Switzerland)

13:45 - 15:30 **Parallel session 6: Enhancing collaboration** ➤ Telescopium

Chair: Inês Crespo (University of Edinburgh, UK)

- 13:45 *ELIXIR: Communication, collaboration and community outreach in a distributed infrastructure,*
Premysl Velek (ELIXIR Hub, Czech Republic), Dr. John Hancock (Earlham Institute, ELIXIR UK) and
Hana Pergl-Sustkova (Institute of Organic Chemistry and Biochemistry, ELIXIR Czech Republic)

- 14:05 *The Interaction Collaboration: global coordination of science communications,*
Terence O'Connor (Science and Technology Facilities Council, UK)
- 14:25 *Communicating SESAME,*
Dr. James Gillies (CERN, Switzerland)
- 14:45 *Is it possible to design effective educational outreach programs that will meet the requirements of a large organization, provide value to the local community, and be adaptable for and/or useful to international partners?,*
Sandra Dawson (TMTInternational Observatory, USA)

15:30 - 16:00 Coffee Break

→ Eridanus foyer

16:00 - 17:15 Interactive parallel session 7: Panel discussion on crisis communication

→ Telescopium

Chair: Laura Holland (Diamond Light Source, UK)

- 16:00 *CERN Crisis Communication Plan,*
Sophie Tesauri (CERN, Switzerland)
- 16:05 *INFRAFRONTIER - Communication in a challenging public environment,*
Dr. Michael Raess (INFRAFRONTIER GmbH, Germany)
- 16:10 *Challenging communication of controversial (research) issues*
Dr. Christina Beck (Max Planck Society, Germany)
- 16:15 *Experiences and reflections on crisis communication*
Dr. Ulrich Marsch (Technical University of Munich, Germany)
- 16:20 *Could SCIENCE be positioned as the next social movement?,*
Sandra Dawson (TMT International Observatory, USA)
- 16:25 Panel discussion: *Communicating crises in a post-truth society: Facts argue against emotions,*
Andrea Voit (Technical University of Munich, Germany)

16:00 - 17:15 Interactive parallel session 8: O Brother, where art thou (communicating)?

→ Sculptor and Pictor

Chair: Dr. Petra Niekchen (EUROfusion, Germany)

- 16:00 *O brother, Where Art Thou (communicating)?,*
Dr. Petra Niekchen, Anne Purschwitz, Misha Kidambi and Mohamed Belhorma (EUROfusion, Germany)

16:00 - 17:15 Interactive parallel session 9: Making the case

→ Fornax

Chair: Dr. Lars Lindberg Christensen (ESO, Germany)

- 16:00 *Making the Case,*
Dr. Gordon Squires (Caltech/IPAC - TMT, USA)
- 16:20 *Getting organised for communicating about research infrastructure,*
Dan Hillier and Terence O'connor (Science and Technology Facilities Council, UK),
Dr. Lars Lindberg Christensen (ESO, Germany)

17:20 - 17:50 Summary of Sessions & Closing

→ Eridanus

ORGANISATION



The Heinz-Maier-Leibnitz Zentrum (MLZ) is a leading centre for cutting-edge research with neutrons and positrons. It represents the cooperation between the Technische Universität München (TUM) and the three research centres of the Helmholtz Association, the Forschungszentrum Jülich, Helmholtz-Zentrum Geesthacht and Helmholtz-Zentrum Berlin.



The ERF-AISBL Association has the not-for-profit purpose to promote the cooperation and the projects between European-level research infrastructures which are open, at international level, to external researchers. These infrastructures include national infrastructures as well as European networks and consortia of research infrastructures.



The eight EIROforum organisations have extensive expertise in the areas of basic research and the management of large, international infrastructures, facilities and research programmes. It is the mission of EIROforum to combine the resources, facilities and expertise of its member organisations to support European science in reaching its full potential. By cooperating on large-scale outreach activities, EIROforum communicates the importance and fascination of science to a wide audience.



European Southern Observatory (ESO) is the pre-eminent intergovernmental science and technology organisation in astronomy. It carries out an ambitious programme focused on the design, construction and operation of powerful ground-based observing facilities for astronomy to enable important scientific discoveries. ESO also plays a leading role in promoting and organising cooperation in astronomical research.

Eridanus Auditorium

Plenary talks (Mo 14:00-15:15 and Tue 9:00 – 10:00)

PS 1: Visitor programs (Mo 16:00 – 18:00)

PS 3: Branding and Funding (Tue 10:45-12:45)

PS 5: Evaluation (Tue 13:45-15:30)

Telescopium

PS 2: Engaging the scientists (Mo 16:00-18:00)

PS 4: Unconventional outreach & social media
(Tue 10:45-12:45)

PS 6: Enhancing collaboration (Tue 13:45-15:30)

PS 7: Crisis Communication (Tue 16:00-17:15)

Sculptor / Pictor

PS 8: O Brother, where art thou (communicating)
(Tue 16:00-17:15)

Fornax

PS 9: Making the case (Tue 16:00-17:15)



DINNER INFORMATION

Monday, 29 May, 19:00

Georgenhof

Friedrichstraße 1
80801 München

Travelling by U-Bahn from Garching-Forschungszentrum
(ca. 30 min, including 8 min walk):

- 🚶 Take the U6 towards „Großhadern“, exit at the stop „Giselastraße“.
- ➡ Take the exit in the direction of the U-Bahn „Leopoldstraße“.
- ➡ Walk along the Leopoldstraße, turn right in „Georgenstraße“, the next crossing is the Friedrichstraße on your right.

