

Workshop on effective science communications for early-stage researchers by LERU & Communications and Marketing (KuM)
Heidelberg University

Heidelberg, 26.09.-28.09.22

Location: Internationales Wissenschaftsforum

<https://www.uni-heidelberg.de/einrichtungen/iwh/>

Day 1 – 26-09-2022

12:00 – 13:00	Arrival and lunch	
13:00 – 13:30	Welcome and introduction of participants	Jan-Bas Prins, Leiden University Medical Centre and The Crick.
13:30 – 14:30	Communicating about animal experimentation: Concerns and opportunities	Roman Stilling - Tierversuche verstehen
14:30 – 15:30	Pitch your animal research in 180 seconds	All participants
15:30 – 16:00	Tea break	
16:00 – 17:00	Pitch your animal research in 180 seconds	All participants
17:00 – 18:00	Challenges of communication about animal experiments in academia and industry	Kerstin Kleinschmidt-Dörr Merck
18:30 – ...	Social program at the garden of IWH	

Day 2 – 27-09-2022

09:00 – 09:45	LERU's Note on Communication	Serban Morosan, Sorbonne University,
09:45 – 10:30	Examples from LERU universities	Kurt Bodenmueller, University of Zurich
10:30 – 11:00	Coffee	
11:00 – 12:00	Tips and tricks	NN Science Communicator
12:00 – 13:00	Lunch	
13:00 – 15:00	Roundtable: creation of personalized communication strategy	Serban Morosan / Kurt Bodenmueller / NN
15:00 – 15:30	Tea break	

15:30 – 16:30	Transition to animal free innovations	Jan-Bas Prins
16:30 – 17:00	Discussion/exchange	All
18:00 – 19:00	Castle walk	
19:00 -	Social program with dinner at IWH	
Day 3 – 28-09-2022		
09:00 – 10:00	CIRS LAS (Critical incident reporting system in laboratory animal science)	Sabine Bischoff Universitätsklinikum Jena
10:00 – 10:15	Coffee	
10:15 – 11:45	Pitch your animal research in 180 seconds: revisited	All participants
11:45 – 12:15	Wrap-up	All
12:15 – 13:00	Good-bye snack	