

NEVER STOP LEARNING.



Workshop

Communicating animal research why and how

a collaboration between



FONDAZIONE GUIDO BERNARDINI
BETTER EDUCATION FOR BETTER SCIENCE



UNIVERSITY OF BERGEN



BRFAA
BIOMEDICAL RESEARCH FOUNDATION
ACADEMY OF ATHENS



PRELIMINARY PROGRAM

WORKSHOP TIME

THURSDAY MAY 27th, 2021
FRIDAY MAY 28th, 2021
from 14:00 to 15:50 CEST TIME ZONE

REGISTRATION & FEE

REGISTER HERE

1st DAY FREE OF CHARGE
2nd DAY 50 € + 22% VAT rate when
applicable

with contribution from



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THURSDAY MAY 27th

Talking about animal research - why and how

Welcome

Aurora Brønstad - University of Bergen

Public opinion - what the public wants to know about the use of animals in research and what are the opportunities and approaches for communicating about animal research

Bella Williams - Understanding Animal Research

Openness and transparency - aims, requirements and expectations under Directive 2010/63/EU

Susanna Louhimies - European Commission

Common challenges - including talking about harms to animals and limitations of animal studies, and using language appropriate for 'lay' audiences

Barney Reed - RSPCA

Panel discussion with questions from participants

Aurora Brønstad - Bella Williams - Susanna Louhimies
- Barney Reed - Nikos Kostomitsopolous

Closing remarks

Aurora Brønstad - University of Bergen

FRIDAY MAY 28th

Putting the principles of good communication into practice

Welcome

Nikos Kostomitsopolous - BRFAA

Plenary seminar session

Engaging the media

tbd

Practical workshops in smaller groups

Non Technical Summaries

Communicating via social media

Institutional openness – practical tips

Prepare a case for media

Feedback from breakout groups
5 mins from each topic group covering key points discussed

Javier Guillen - Marion Solheim - Ana Barros - Siri Halvorsen

Panel discussion with questions from participants

Closing remarks

Nikos Kostomitsopolous - BRFAA