

Theme: Communicating knowledge transfer from research to practice

Venue: Czech Technical University, Prague

Number of Participants: approx. 220

Lectio magistralis

Transparency instruments: communicating research and higher education

Frans Van Vught (10)
President of ESMU

Opening speeches

Lauris Beets (15)
Director of International Affairs, Ministry of Social Affairs and Employment, the Netherlands. Founder and first President of EUPRIO

Paolo Pomati
President of EUPRIO

European Café

Facilitator: Arwin Nimis
Hanzehogeschool, Groningen, The Netherlands

Master Classes

Are there laws in the scientific production?

Daniele Archibugi (14)
Research Director, Italian National Research Council, IRPPS and Professor of Innovation, Governance and Public Policy, Birkbeck College, University of London, UK

Generation Y: They don't dare to ask! How to communicate with Generation Y

Kathryn Havlová (5)
Graduate of the University of Economics, Prague, Czech Republic

Raising your university profile by communicating ERC-funded research

Massimo Gaudina (19)
Head of Communication Unit, European Research Council, Brussels, Belgium

Angels, Demons and Black Holes – turning threat to opportunity in science communication

James Gillies (6)
Head of Communication, CERN, Geneva, Switzerland

Science Communication for Children – especially in Children's Universities!

Pia Schreiber (8)
Scientific Assistant, Lecturer and Doctoral Candidate at Bremen University of Applied Sciences, Germany

When PR tends to fail: Science communication during crisis situations

Gerhard Schmücker (2)
Head of Press Office, Nürtingen-Geislingen University, Germany



The Elevator Talk: training researchers in the art of being concise

Carolyn Gale (4)
Founder, Clear Communication Group; Instructor at Stanford University, Palo Alto, USA

Knowledge Transfer as a profession in the UK. Support and communication challenges for managing the process of turning technology, know-how, expertise and skills into innovative products

Sue Gunn (17)
Director, Research and Enterprise, City University London, UK

Cultural Exchanges in the Arts and Humanities: Partnerships and Knowledge Transfer

Christopher Megone (12)
Professor of Inter-Disciplinary Applied Ethics, University of Leeds, UK

Developing the next generation of leaders: the challenges faced by colleges and universities worldwide

Kathryn Kolbert (11)
Professor of Leadership Studies; Director of the Athena Center for Leadership Studies, Barnard College, Columbia University, New York, USA

Workshops

The eruption of volcano Eyjafjallajökull – complications for the whole world, but fuel for University PR!

Jón Örn Guðbjartsson (7)
Director of Marketing and Communication, University of Iceland, Reykjavík, Iceland

Promoting the benefits of doing research on a national and international level

Andreas Archut (3)
Head of Press and Communication, University of Bonn, Germany

Adrenaline Teaching: Appealing to all our Senses – How to communicate scientific knowledge to Generation Y in a way they will never forget

Michael Londesborough (22)
Science researcher at the Institute of Inorganic Chemistry, Academy of Sciences of the Czech Republic and science populariser / communicator on Czech Television, Czech Republic

The Role of Design in Education and vice versa

Jan Kremláček (18)
Experience designer and creative coach, Prague, Czech Republic

How to make university related issues appealing to a TV journalist

Alessandro Baracchini (13)
TV journalist and anchorman, Rai - Radiotelevisione Italiana, Rome, Italy

Mission to Carbon City: how to attract young people to science

Sophie Suc (20)
Project Manager / Axelera, the Chemicals and Environment competitiveness cluster, France

Digital Public Engagement: Moving from Communication to Engagement

Robin Hamman (9)
Director of Digital at Edelman (London) and Visiting Journalism Fellow at City University London, UK

Understanding of science by use of simple experiments

Per-Olof Nilsson (1)
Professor at Chalmers University of Technology, Gothenburg, Sweden

Hope and Hype: Science and Engineering in the National News Media

Tom Sheldon (21)
Press Officer, UK Science Media Centre, London, UK

How to reach half a million potential students. Viral Marketing of Higher Education, the Case of SLU

Jonathan Sohl & Marie Halling (16)
Student Recruitment Officers at SLU, the Swedish Agricultural University in Uppsala, Sweden