



European Academy
for Taxes, Economics & Law

For Higher Education and Research Institutions

Research and Science Communication

Engaging with Stakeholders • Evaluation • H2020 Obligations

6th – 7th March 2017, Berlin

An Array of Selected Experts Provides Practical Insights Into the Following Topics:

- **Effective and Responsible Science Communication**
- **Communicating Research to the Public – Keeping All Sides Happy: Media, Faculty, Researchers and Public**
- **Social Media for Research Communication: Specific Requirements and Challenges**
- **Using YouTube to Communicate Challenging Research**
- **Communicating Research through a European Research Consortium – How to Create a Strategic Communications Network Across Europe**
- **Achieving International Media Attention: Example of the Neo-Carbon Energy Research Project**

With Interactive Workshops and Discussions on:

- **Communicating Science through Social Media**
- **Fulfilling Communication Obligations in EU-Funded Projects**
- **Evaluation of Research Communication Activities**

Research and Science Communication

Communicating Research in a European and International Context

Research and science are more and more taking place on a European and international level. Therefore, higher education and research institutes have to attract researchers, PhD candidates as well as students from abroad. This requires effective and well-handled research communication activities to increase both the feasibility and the visibility of the scientific institution. Meanwhile, the broader public has developed a distinct interest in science. Consequently, research and science communicators must know how they can reach different audiences without oversimplifying the research. How to achieve European and worldwide media attention? How to involve researchers and scientific staff in science communication?

Research and science communication has also become extremely relevant for external funding. Specifically the European Union is emphasising science communication activities when supporting research, especially in programmes like Horizon 2020. Therefore, special communication obligations as well as dissemination and exploitation are relevant aspects that already have to be taken into account when applying for external funds. This is a very demanding task, whereas, improved fulfilment to those obligations enlarges the probability of receiving the funding.

Using Social Media for Research Issues Most Effectively

There is a huge variety of social media channels, but when does it make sense to use videos, or blogs? How to reasonably combine the respective tools with traditional media? Timing is a major challenge for research communicators since social media is often quicker and needs immediate reaction. How to deal with possible negative feedback? A key issue that becomes more likely with increased application of social media. Another problem research communicators have to face is measuring the impact of science communication in order to successfully reach their envisaged target group.

Raise your institution's performance in research and science communication with this training seminar. Benefit from our experts' experiences in the field of European and international research and science communication. Learn how to integrate all stakeholders such as media, faculty staff, researchers and the public in your research and science communication. Enhance the connection between media and researchers. Profit from our practical workshops where you improve your social media skills in the field of research and science and where you increase your chances to receive funding from the EU with your project proposals. And take the opportunity to exchange and network with peers and our experts.

“Good speakers, good contacts, good atmosphere and organisation. Highly informative and inspiring.”

*Julie Boenec, Online Editor, Communication,
Technical University of Denmark*

Who is this seminar for?

Directors, Heads of Departments and Units, Managers, Officers and other members of staff responsible for science and research communication at

- Higher Education Institutes (HEIs)
- Research Institutes
- University Hospitals
- Science Centres and Clusters

From the following departments

- Communication, Marketing, Press, Public Relation Offices
- Research and Science Department, Sciences Support Office

as well as

Funding Bodies and Ministries responsible for Higher Education and Research Institutions





European Academy
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What will you learn at this seminar?

- Who are your audiences?
- How to approach different audiences adequately
- What are the stories we should tell?
- What challenges do we face in science communication?
- How to do multi-platform storytelling
- How to use videos to talk about difficult research
- How to communicate research in social media
- When and how often to communicate via social media?
- How do you measure the impact of your work?
- How to evaluate web and offline exposure
- How to communicate challenging research
- How to achieve international media attention
- How to establish a European communication network
- How to set up incentives for researchers to join your research communication
- How to cooperate with faculty and researchers
- How to train faculty and researchers for media contacts
- What are the communication obligations for H2020 funded projects?
- How to communicate European research projects

Masterclass: Good Governance for Public Institutions & Administration

This Seminar is a compulsory Masterclass seminar for the „Masterclass Good Governance for Public Institutions & Administration“.

For further Information, [please click here](#).

*„Very informative and engaging.
Fun workshops with colleagues from all over Europe.
A direct, hands-on seminar with the right people.“*

*Anders Åslund, Communication Officer,
Karlstad University, Sweden*

Your benefits

- Improve your internal and external research communication with different audiences
- Raise the public awareness of your research activities
- Increase your institution's attractiveness for researchers, PhD candidates and students
- Support your institution's competitiveness with regards to external funding' acquisition
- Exchange and network with colleagues from all over Europe
- Receive best practice insights from experienced practitioners
- Enhance your research communication skills with our interactive workshops



Research and Science Communication

8.30-9.00

Registration and Hand-out of Seminar Material

9.00-9.05

Opening Remarks from the European Academy for Taxes, Economics & Law

9.05-9.30

Welcome Note from the Chair and Round of Introductions

Fred Lewsey, Communications Officer (Research), Research Communications, Office of External Affairs and Communications, University of Cambridge, United Kingdom

9.30-10.15

Effective and Responsible Science Communication

- Why is science communication important?
- Who are your audiences?
- What are the stories we should tell?
- What challenges do we face?
- Multi-platform storytelling
- How do you measure the impact of your work?

Fred Lewsey, Communications Officer (Research), Research Communications, Office of External Affairs and Communications, University of Cambridge, United Kingdom

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

11.00-11.45

Communicating Research to the Public – Keeping All Sides Happy: Media, Faculty, Researchers and Public

- Working with faculty and researchers to tell the best story that is simple but accurate
- Writing different versions of the same press release for different audiences (media and academic)
- Being a visible point of contact between media and researchers to help ensure the stories make the headlines, without losing scientific accuracy
- Training faculty and researchers for media interviews – techniques and strategies
- Using social media and tailoring campaigns with the researchers to help support their press releases

Thomas Deane, Press Officer for the Faculty of Engineering, Mathematics and Science, Public Affairs and Communication, Trinity College Dublin, University of Dublin, Ireland

11.45-12.00

Discussion Round

Social Media Tools for Research Communication

12.00-12.45

Social Media for Research Communication: Specific Requirements and Challenges

- How to tell the story, and create sharable content
- Why you need a strategy for Social media
- How to work with influencers on social media
- How to combine social media with blogs and university news?

Morgan Valtersson, Social Media Manager, KTH Royal Institute of Technology, Sweden

12.45-13.00

Discussion Round

13.00-14.00

Lunch Break and Networking Opportunity

“Learning even during the breaks. For me an inspiring, small conference with content that fits my current job in a nice and professional correct, international group of colleagues.”

Sandra Buys, Head of Research Communication, University of Technology Eindhoven, the Netherlands



European Academy
for Taxes, Economics & Law

Workshop

14.00-15.30

Communicating Science through Social Media

Communication through social media requires special actions. Especially the timing is important as in social media the communication moves fast.

Introduction to a real example

How do we communicate before, during and after to get the biggest outreach in social media channels?

Development of action plans in small groups

Discussion: How the case was handled by the workshop leaders

In this workshop the participants learn how to use social media effectively in order to improve their institution's reputation. They work in small groups, present the results and discuss them afterwards.

Morgan Valtersson, Social Media Manager, KTH Royal Institute of Technology, Sweden

15.30-16.00

Coffee Break and Networking Opportunity

16.00-16.45

Using YouTube to Communicate Challenging Research

- Videos can help you get across difficult concepts and subjects
- How to pitch a story to mainstream media
- Simple vs. complex videos: Times and resources
- How to deal with (negative) feedback
- Best practice example: One million views – Cambridge's Killer T cells' film
- Best practice example: Featured in national media – Cambridge's film on the inside of its animal facilities

Fred Lewsey, Communications Officer (Research), Research Communications, Office of External Affairs and Communications, University of Cambridge, United Kingdom

16.45-17.00

Discussion Round

Interactive Discussion

17.00-18.00

Evaluation of Research Communication Activities

How to do a meaningful evaluation

How to measure it?

What are useful indicators?

What are useful software tools?

Discussion of practical case studies

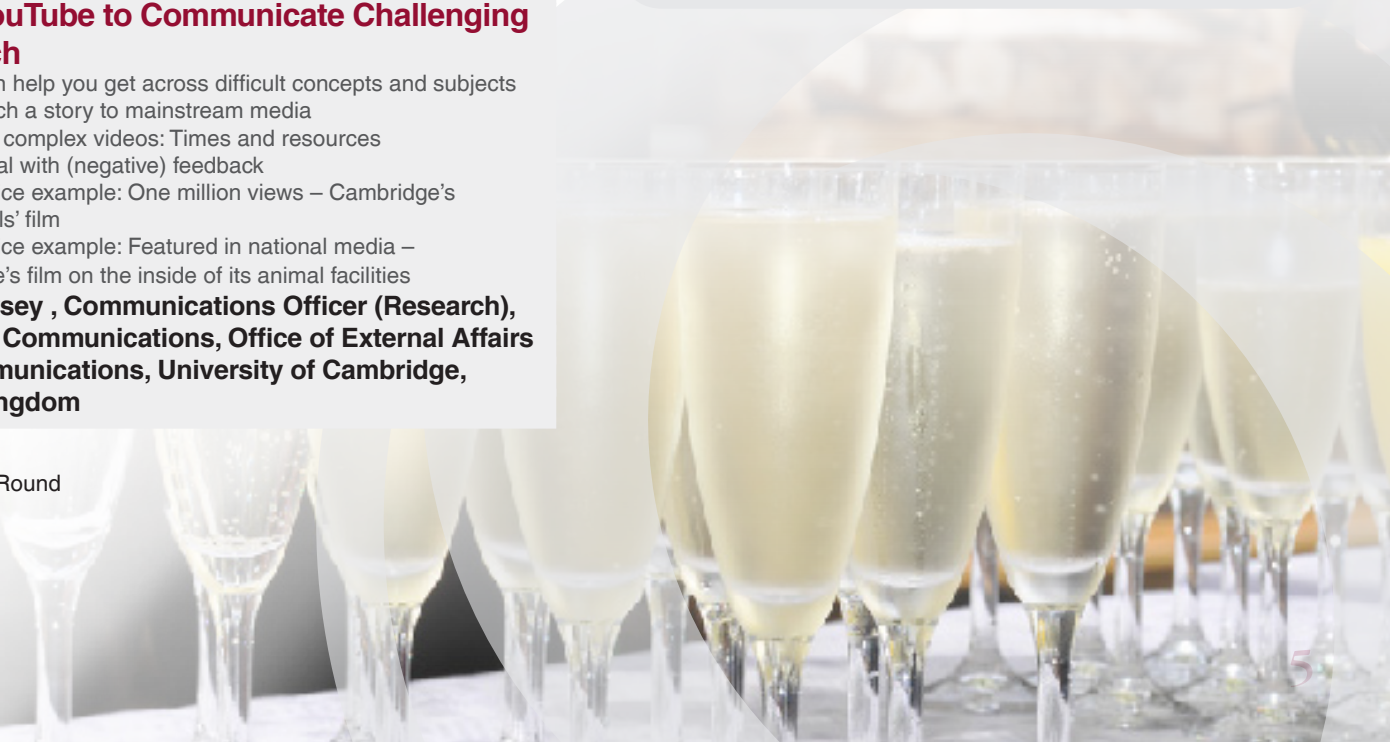
Thomas Deane, Press Officer for the Faculty of Engineering, Mathematics and Science, Public Affairs and Communication, Trinity College Dublin, University of Dublin, Ireland

18.00

End of Day One

Get-Together Reception

Following the first day of the seminar, we invite you to join us at our evening reception and let the day end with an enjoyable get-together.



Research and Science Communication

9.00-9.05

Welcome Note from the Chair

Dr Caroline Ang, European Research Development Manager, European and International Programmes, Research & Innovation Services, University of Bath, United Kingdom

Communicating Science at European Level

Workshop

9.05-11.05

Fulfilling Communication Obligations in EU-Funded Projects

Engagement strategies are important in almost all EU-funded projects, especially those supported by Horizon 2020.

Give the Commission what it wants

One size does not fit all

Matching the audience to the project

Developing the activity for the audience

No need to reinvent the wheel

Assessing the impact

How to develop appropriate activities and strategies

The session will highlight practical examples of developing a dissemination and impact plan for EU projects, and also discuss initiatives for providing more general support to researchers who are preparing research proposals for submission.

Dr Caroline Ang, European Research Development Manager, European and International Programmes, Research & Innovation Services, University of Bath, United Kingdom

11.05-11.35

Coffee Break and Networking Opportunity

11.35-12.20

Communicating Research through a European Research Consortium – How to Create a Strategic Communications Network Across Europe

- Identifying common goals
- Highlighting mutual benefits
- Trigger a constant communicational exchange

Petra Nieckchen, Head of Communications, EUROfusion

12.20-12.35

Discussion Round

12.35-13.50

Lunch Break and Networking Opportunity

International Science Communication

13.50-14.35

Achieving International Media Attention: Example of the Neo-Carbon Energy Research Project

- National and international press work
- Participation in public discussion with scientific topics at a European/international level
- How to attract young researchers
- Strategic communication
- Other means: Policy briefs, social media, seminars etc.
- Lobbying

Reeta Toivanen, Press Officer, Communications Services, Lappeenranta University of Technology LUT, Finland

14.35-14.50

Discussion Round

14.50

End of the Seminar and Handout of Certificates

“A useful meeting with colleagues from all over Europe. Seeing that we share the same reflexions and questions.”

Research and Science Communication



Dr Caroline Ang

European Research Development Manager, European and International Programmes, Research & Innovation Services, University of Bath, United Kingdom

Dr Caroline Ang has been the Research Development Manager for European and International Programmes in the office of Research and Innovation Services at the University of Bath since 2012. Her work includes identifying grant opportunities, providing guidance on funding strategy, and developing high value research proposals. As a way to help disseminate the research being done at Bath, she started Ignite University of Bath, an event where researchers give five minute talks that are further disseminated via YouTube. Prior to working in the UK, she was a Research Support Officer for five years at the National University of Ireland Maynooth (now Maynooth University), and from 2004-2006 was the Head of Education and Outreach at the Centre for Human Proteomics at the Royal College of Surgeons in Dublin, Ireland.



Fred Lewsey

Communications Officer (Research), Research Communications, Office of External Affairs and Communications, University of Cambridge, United Kingdom

Fred Lewsey is a Communications Officer at the University of Cambridge, where he covers research from the social and biological sciences, with some humanities thrown in as well. Prior to his current role, Fred Lewsey worked in a number of other communications areas at Cambridge, including design and brand, and public engagement events such as the Cambridge Science Festival. He was also a project coordinator for Cambridge's 800th Anniversary year in 2009. Before joining Cambridge, Fred worked in the arts and culture sector of local government.



Thomas Deane

Press Officer for the Faculty of Engineering, Mathematics and Science, Public Affairs and Communication, Trinity College Dublin, University of Dublin, Ireland

Thomas Deane is Press Officer for the Faculty of Engineering, Mathematics and Science at Trinity College Dublin. He has worked in Trinity for three years. He has a further five years experience working in science communication and education at the University of British Columbia, where he worked as a Specialist Science Writer and Educational Developer. He learned about working in the media when he was a Sports Journalist and Sub-Editor at the Press Association between 2006 and 2008.



Morgan Valtersson

Social Media Manager, KTH Royal Institute of Technology, Sweden

Morgan Valtersson is a Social Media Manager at KTH Royal Institute of Technology. He works with communication activities aimed at research and branding. One of his tasks is to attract young international talents who have not heard of KTH to start their career at the university and become ambassadors for the brand.

Research and Science Communication



Reeta Toivanen

Press Officer, Communications Services, Lappeenranta University of Technology LUT, Finland

Reeta Toivanen is the Press Officer of Lappeenranta University of Technology LUT. She has been working in media and communications for a decade. Before joining LUT, she worked as a Journalist and Head of News covering current issues and politics on four continents.



Petra Nieckchen

Head of Communications, EUROfusion

Petra Nieckchen has been the Head of Communications of EUROfusion since 2010. In her position she leads not only the communicating activities of the EUROfusion consortium, but also has been forming a European Communication network on fusion research, FuseCOM, comprising the 29 consortium members. Before, Petra Nieckchen worked as Responsible Officer in fusion communication at the European Fusion Development Agreement (EFDA) in the United Kingdom, at ENEA in Italy and at Max Planck Institute for Plasma Physics in Germany.

ORGANISATIONAL MATTERS

Research and Science Communication



European Academy
for Taxes, Economics & Law

Date of Event

6th – 7th March 2017

Booking Number

S-1503 MC4

Event Language

The event language is English.

Event Price

1.389,- Euro excl. German VAT (19%)

The above price covers the following:

- Admission to the seminar
- Hand-out documents
- Seminar certificate, if seminar fully attended
- Soft drinks and coffee/tea on both event days
- Lunch on both event days

Upon request you can receive a **digital version** of the seminar documents after the event for **60,- Euro excl. German VAT (19%)** in addition to the seminar.

Contact

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(Programme is subject to alterations)

Event Location

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10557 Berlin, Germany
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Fax: +49 (0)30 288 755 900
E-mail: berlin-hauptbahnhof@intercityhotel.de
Internet: <http://de.intercityhotel.com>

Please contact the hotel directly and refer to the “European Academy for Taxes, Economics & Law” if you wish to benefit from a limited room availability-contingent. Of course you can always look for an alternative hotel accommodation.

BOOKING

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European Academy
 for Taxes, Economics & Law

Booking

Booking Number: S-1503 MC4 (DM)

6th - 7th March 2017, Berlin

Herewith we register the following persons for the Seminar for Higher Education and Research Institutions: "Research and Science Communication".

Delegate 1

First name _____	Tel. _____
Last name _____	Fax _____
Your organisation _____	E-Mail _____
Department _____	<input type="checkbox"/> I hereby order the digital version of the seminar documents (fee required) in addition to the seminar.
Unit _____	
Job position _____	
Street _____	
Postcode / City _____	
Country _____	

Delegate 2

First name _____	Phone _____
Last name _____	Fax _____
Your organisation _____	E-Mail _____
Department _____	<input type="checkbox"/> I hereby order the digital version of the seminar documents (fee required) in addition to the seminar.
Unit _____	
Job position _____	
Street _____	
Postcode / City _____	
Country _____	

Invoice Organisation

First name _____	Street _____
Last name _____	Postcode / City _____
Your Organisation _____	Country _____
Department _____	Phone _____
Unit _____	Fax _____
Job Position _____	
E-mail _____	

With my signature I confirm my registration and accept the General Terms and Conditions as legally binding.

I herewith agree to receive further information from the European Academy for Taxes, Economics & Law

In case of registration of more than one delegate do you prefer:

Single invoice? Collective invoice?

NOTE

Only Valid with Signature and Stamp.

Place, Date

Authorised Signature and Stamp

Terms & Conditions for Conferences, Seminars and other Training Courses

for the offer of European Academy for Taxes, Economics & Law

§ 1 Scope – Subject of contract - Contractor

- (1) The GTC apply to the participation in all training activities such as courses, seminars, workshops, trainings („Event“) offered and conducted by European Academy for Taxes, Economics & Law (“EA“) including all goods and related services, unless otherwise agreed, e.g. by agreeing on special conditions.
- (2) Legal provider of services from EA and the sole contractor of all services is Brauner Klingenberg GmbH represented by the Managing Director Christoph Brauner Leipziger Straße 9 in 10178 Berlin, Germany, registered with the local register court of Charlottenburg, HRB 15132B.
- (3) EA provides its services exclusively to entrepreneurs in the meaning of section 14 of the German civil code (BGB), legal entities of public law and to public-law special funds („Customer“). Only those persons become contractors of EA. The persons that have been designated and registered by a Customer for an Event („Participants“) do not become contractors of EA. The offer is not directed to consumers.
- (4) These GTC apply exclusively; EA does not accept any conflicting or deviating terms and conditions of Customers, unless EA has agreed explicitly to them in writing. These GTC apply also if EA renders its services unconditionally in knowledge of conflicting or deviating terms and conditions of Customers.

§ 2 Offer - Registration - Contracting

- (1) The Customer can register for Events via the booking form on the internet, mail, fax or email. A booking is accepted and a legally binding contract is entered if EA accepts explicitly the registration of the Customer or does not reject the booking within seven days after receipt of the completed and signed booking form in writing. The contract becomes legally binding at the latest once the full booking fee has been credited on the bank account of EA. In addition, EA will confirm the booking to the Customer by email. A partial booking is only possible if parts of an Event have been declared partially bookable.
- (2) Registrations are always handled in the order of receipt. If one booking cannot be considered, the relevant Customer will be informed promptly.

§ 3 Service of EA

- (1) Content, extent, duration and other details of the Event and the services are set forth in the publications of EA on the Events and are the basis for the booking of the Customer.
- (2) The event fee is per person and event date. It includes - as far as announced – the event documents, lunch and beverages. Furthermore, the issuance of a participation certificate is included. Hotel accommodation / overnight stay / travel arrangements are not included.

§ 4 Event fee and charges – Payment conditions – Set-off

- (1) Unless agreed otherwise, the event fees set forth in the publications on the Events apply. Furthermore, EA may charge additional charges for additional services as incurred (e.g. handling of visa invitations, changes to invoices, mailing of invoices, etc.) according to the price list published on the website of EA at the time the contract is concluded. VAT applicable on the day of invoicing must be added to all prices.
- (2) The Customer is obliged to pay the agreed fee and any additional charges in advance, i.e. before the start of an Event. Invoices are due immediately upon receipt without any deduction. Invoices are sent electronically. A Customer who does not make the payment within seven days after the due date is in default. If a Customer is in default, EA is entitled to charge interest in the amount of 8% above the base rate fixed by the European Central Bank. If EA proves a higher amount of damage caused by the delay of payment, EA may assert a claim for such higher amount.
- (3) Instalments are accepted only in exceptional cases and only based on an individual written agreement. Payments shall only be made based on invoices or made by wire transfer. Cash or credit card payments are accepted only if previously agreed by EA. Payments by bill / check will not be accepted.
- (5) A set-off by the Customer is only possible with claims that have been awarded by a final court judgment, have been recognized by EA or are directly linked to the main claim of EA.
- (6) A settlement via credit card on the website is carried out by: HUELLEMANN & STRAUSS ONLINE SERVICES S.à r.l. ; 1, Place du Marché; L-6755 Grevenmacher; R.C.S. Luxembourg B 144133; email: info@hso-services.com; managing director: Ramona Spies Heiko Strauss. This does not apply for credit card payments made over the phone.

§ 5 Withdrawal by the Customer - Cancellation

- (1) Cancellations must be made in writing or in text form. For a cancellation more than 30 days before the Event, a processing fee of 80.00 € plus VAT is due immediately. The remaining conference fee after deduction of the processing fee will be refunded. For a cancellation more than two weeks before the Event 50% of the event fee and additional charges plus VAT have to be paid by the Customer. In case of a no show or cancellation within a period of two weeks before the Event, the full fee for the Event plus VAT is due and payable. The Customer is free to prove that the damage caused to EA was smaller or did not exist. EA accepts substitute Participants at no additional cost replacing the originally registered Participant if EA is informed of the substitution at least three days prior to the Event.
- (2) A partial / daily cancellation of an Event and a substitution for a part of the Event or on a daily basis is not possible.
- (3) If the event fee including any additional charges is not paid on the day of the Event or can the payment not be clearly proved, EA can exclude the relevant Participant from the Event. Nonetheless, the event fee remains due immediately and can be claimed by EA by enforcement or in court proceedings.

§ 6 Cancellation / Changes by the organiser / Exclusion of participants from the Event

- (1) EA is entitled to withdraw from the contract for cause, irrespective of other reasons, in particular if:
 - there are not sufficient registrations for an Event; or
 - the Event has to be cancelled due to reasons that are not under the control of EA (e.g. force majeure, strike, due to absence of a speaker, disruptions at the venue).In the aforementioned cases all paid participation fees will be fully refunded. EA will inform Customers as early as possible in such cases. A cancellation due to an insufficient number of registrations will be communicated by no later than two weeks before the Event.
- (2) Claims for damages of Participants are excluded in those cases, unless such costs are incurred due to gross negligence or wilful conduct on the part of EA or its agents. In case of disruption of its services, EA commits to undertake all reasonable measures to contribute to remedying or limiting the disruption. Should EA reimburse travel expenses in certain cases out of goodwill, this shall constitute an exception.
- (3) EA reserves the right to substitute speakers by others and make any necessary changes to the Event program or to relocate the venue while maintaining the overall character of the Event as required.

§ 7 Copyrights, Privacy policy and Lists

- (1) The documentation/records distributed at the Event are protected by copyright. Copying, dissemination or any other commercial use or commercial exploitation of the documentation - including excerpts - is permitted only with the express written consent of EA. Participants may not take any pictures or make audio and/or video recordings of the Events without the express written consent of EA. EA reserves all rights.
- (2) The names of the Participants and the Customers including their addresses can be made available to the other Participants and be communicated (including the relevant addresses) to a company responsible for the mail delivery. Customers or Participants have no right to claim the handover of the list of Participants of the visited Event.
- (3) Customer and Participant agree to the recording (video, photo, audio etc.) of their person at an Event and consent that these recordings may be used, exploited and/or published by EA.
- (4) The privacy policy published on the website of EA applies. Besides, the statutory provisions apply.

§ 8 Liability

- (1) The Events are carefully prepared and performed by qualified speakers. EA accepts no liability for being up-to-date, the accuracy and the completeness with respect to the documentation distributed at the Event and the conduct of the Event and/or any other contents of the Events, provided that there is no intention or gross negligence of EA or its agents.
- (2) Our liability for breach of contract and for tort is limited to intent and gross negligence. This does not apply to injury to life, limb or health of a Participant, or claims regarding the breach of cardinal obligations, i.e. of obligations arising from the nature of the contract, breach of obligations that endangers the purpose of the contract, or a damage caused by delay (section 286 BGB). In that regard, EA is liable for every degree of fault. As far as damage does not result from injury to life, limb or health of the Customer, EA is only liable for typical damages.

§ 9 Place of performance – Choice of law – Jurisdiction – Miscellaneous

- (1) If the agreement provides for nothing else, the location of payment is the registered office of EA in Berlin. The location of performance is Berlin.
- (2) The law of the Federal Republic of Germany shall apply to this agreement. The application of the United Nations Convention on Contracts for the International Sale of Goods (CISG) is excluded.
- (3) Agreements with entrepreneurs, legal entities of public law and to public-law special funds are subject to the exclusive jurisdiction of the competent court for our registered place of business. EA may also sue the Customer at its general place of jurisdiction.
- (4) All legally relevant declarations and notifications which the Customer makes vis-à-vis EA or a third party shall require text form or be made in writing, unless otherwise provided in these GTC.

Status: July 2016