

**THE EUPRIO ANNUAL CONFERENCE**

**SCIENCE COMMUNICATION. HOW TO ENGAGE NOWADAYS**

**ETH Zurich and University of Zurich (Switzerland)  
August 28<sup>th</sup> – August 31<sup>st</sup>, 2022**

**PARALLEL SESSIONS**

**F and G level at University of Zurich**

**Monday, August 29th, 2022**

11:30-12:30 Workshops (session 1 – round 1) University of Zurich - different Rooms

16:15-17:15 Workshops (session 1 – round 2) University of Zurich - different Rooms

- 1. Scientifica – Switzerland’s biggest science festival (room F-153)**  
Roland BAUMANN and Theo VON DÄNKEN, ETH Zurich & University of Zurich – Switzerland
- 2. Let's develop our public engagement skills! (room F-174)**  
Cecilia BILLGREN ASKWALL, VA (Public & Science) - Sweden
- 3. How to ask uncomfortable questions – and how guidelines can help (room G-217)**  
Elisabeth HOFFMANN, Technische Universität Braunschweig – Germany
- 4. TikTok – a tool for higher education to reach younger target groups? (room G-204)**  
Elisabeth JURACK, University of Bonn – Germany
- 5. Strategies to popularize science: thinking global, acting locally (room F-150)**  
Elena LÁZARO REAL, University of Cordoba - Spain
- 6. Two-way communication of science (room F-175)**  
Arwin NIMIS, Drenthe College - The Netherlands
- 7. Attracting students in a competitive environment (room G-212)**  
Lotte FINCK and Annette Lind, Aalborg Universiteit – Denmark
- 8. A university’s strategic plan and values as a communications challenge (results from the Euprio Mobility Programme) (room G-221)**  
Hannamajia HELANDER, University of Helsinki – Finland
- 9. Less crisis communication, please (room F-152)**  
Sys Christina Mehlsen VESTERGAARD, Aarhus Universiteit - Denmark
- 10. Communication strategy and plans for research infrastructures: the EPOS case (room G-220)**  
Enrico Balli, EPOS-European Plate Observing System
- 11. Please stop! Let's rethink together and build a new future for Science Communication (room F-172)**  
Vera Novais, SciCom PT – Portugal
- 12. The trouble with dialogue: how to force researchers to listen to the public (room G-209)**  
Hanna Wick, President of the Agora funding scheme for science communication - Swiss National Science Foundation (SNSF) - Switzerland

**Tuesday, August 30th, 2022**

09:30-10:30 Workshops (session 2 – round 1) University of Zurich - different Rooms

11:00-12:00 Workshops (session 2 – round 2) University of Zurich - different Rooms

- 1. Evaluating Quality Research: how REF2021 kick-started a research communications revolution at The University of Manchester (room F-153)**  
Lynda MCINTOSH, The University of Manchester - United Kingdom
- 2. Public Engagement with Science: experiences from the European Research Council (ERC) (room F-150)**  
Anthony LOCKETT, ERC-European Research Council Executive Agency – Belgium
- 3. Overcoming polarisation and misinformation through data (room F-174)**  
Fabiana ZOLLO, Ca' Foscari University of Venice – Italy
- 4. Use (and abuse) of scientific output: current challenges and opportunities in researchers' training in science communication (room F-175)**  
Marc VANHOLSBECK, Université Libre de Bruxelles (ULB) and Higher Education and Research, Ministry of the Wallonia-Brussels Federation – Belgium
- 5. Diversity in public engagement and science outreach (room G-204)**  
Ellen GEERTS, University of Applied Sciences and Arts in Antwerp – Belgium
- 6. University museums, heritage sites and collections: partners in science communication (room G-209)**  
Margarida ALMEIDA, Universidade de Aveiro – Portugal
- 7. EU-funded research projects: communication, dissemination, and valorisation of knowledge (room G-221)**  
Alexandra CORNEA, Université de Côte d'Azur – France
- 8. Student researchers to the limelight (room F-172)**  
Annely ALLIK and Mare VAHTRE, Estonian Research Council – Estonia
- 9. University podcasts: should we have one? (room G-217)**  
Andrea COSTA, Bocconi University – Italy
- 10. The dissemination of science in Iceland (room G-212)**  
Jón Örn Guðbjartsson, University of Iceland – Iceland
- 11. Reaching out far in research marketing: Generating new project ideas with jury- and voting-based competitions. The “Research in Germany” case study (room F-152)**  
Gernot Gad, German Research Foundation – Germany
- 12. Awards 2019 winner: How to organise the biggest indoor popular science festival in Europe at Katowice – our success story (room G-220)**  
Martyna FOLTA, University of Silesia in Katowice – Poland

*Updated August 28<sup>th</sup>, 2022*