



Communications and Media Workshop 2020 How Science Achievements Reach People and Contribute to a Better Life

Date:

5th and 6th October 2020

Location:

This will now be a free to attend virtual event.

Audience:

PhD Students & Early Career Researchers (<5 years post-PhD)
from relevant background



Aim of the CaM Workshop

Introducing the general public and all stakeholders to the achievements of science and their real meaning for people's lives plays a key role in enhancing food safety and public health.

The connection / communication of the new knowledge received with the wide range of stakeholders and organizations (private and state) are no less important than the process of knowledge acquisition itself. The need for public support and understanding is indisputable, especially on such a sensitive issue as food safety with regard to zoonotic agents, antimicrobial resistance and emerging biological hazards to human health.

The European Union brings together over 500m inhabitants living in 28 different countries with a different mentality, specific features that resolve crises in a different way, including those related to food safety and health. At the same time, the influence of the media in any form (television, radio, the Internet, direct public events, etc.) is indisputable for creating a relationship and gaining confidence from the audience in terms of scientific knowledge.

The question of how to convey accurate information whilst also captures the minds and souls of people is key to any communication. This is the main goal of the organized workshop of scientists from the organizations participating in the scientific project.

This workshop will consist of sessions delivered by leading European experts in this field, practical and interactive workshops and sessions, and will uniquely bring together the participants' practical experience facilitating subsequent discussion which will allow assessment of the risk communication practices and the role of the private and public media (including social media strategies) in this process.

To register for this event: [click here](#)

Registration closes at 12 midnight CEST on 11th September 2020.

