

PARI 2017

Workshop on Public Awareness of Research Infrastructures

Communicating the Importance of Science to Society

ESO Headquarters,
Garching bei München, Germany
29–30 May 2017

Science is exciting, enlightening, complex, fundamental, precise, logical, and creative, all at the same time. However, for the public to get in touch with it and understand why it encompasses all these concepts, efforts need to be made to bridge science and society. With this aim, communication teams in research infrastructures work with a range of methods and channels. They make complex information more tangible and disseminate it as broadly as possible so that the public can understand and be engaged.

This conference will be a hands-on forum for communication officers and public relations staff to share their experiences and expertise. The aim is that participants return home with new ideas for their work, by learning how and by what means other research institutions are communicating the importance of science and research infrastructures to society.

Topics include:

- Evaluation of communication activities and impact
- Unconventional outreach: thinking out of the box
- Online social media channels
- Crisis communication
- Communication with small budgets
- Funding for communication outside the known pathways (e.g. crowdfunding, companies, European Commission)
- Museums and visitor programmes

Contact: pari@frm2.tum.de

www.frm2.tum.de/PARI-2017

