

Training Course

Tips and Tools for Science Communication

This course aims to equip you with tools to communicate your research content to non-specialist audiences, following the "first edition" organized last year with new topics. It is directed to whoever is interested in acquiring new skills for disseminating the research content through different means and to different kinds of public.

The course will be delivered in four independent sessions/lessons which will touch each a different subject: visual communication; public speaking; speaking of science on video; writing a popular science book.

Each session will have a theoretical part and a practical part with individual or group work.

LESSON #1

Visual science communication: how to build an effective presentation

Tuesday, October 19th 2021 | 9.00 am - 1.00 pm

Speaker: **Jacopo Pasotti** - *Freelance journalist and scientific communicator*

Topics covered: curating the slides with the audience in mind; identifying and framing the message from a visual point of view: structure and style; using images and graphics for getting the attention and interest of your public.

LESSON #2

The art of communicating: public speaking in theory and practice

Thursday, October 28th, 2021 | 2.00 pm - 6.00 pm

Speaker: **Serena Gatti** - *Artistic director Azulteatro*

Topics covered: basic rules of communication; presence, voice and body language; dramaturgy and storytelling: speech structure, rhythm and timing; how to connect with the audience.

LESSON #3

Science in video: from YouTube to TV

Thursday, November 4th | 9.00 pm - 1.00 pm

Speaker: **Barbara Bernardini** - *Science video producer, Superquark*

Topics covered: exploring the different languages of video science communication (tv, web, social media); principles of storytelling and documentary structure and style; writing a script that works: learning the basic language of videomaking; media training: how to be effective when interviewed on camera vs making your own self video project.

LESSON #4

Writing a science book: from the idea to the bookshop

Friday, November 12th, 2021 | 9.00 pm - 1.00 pm

Speaker: **Michele Bellone** - *Non fiction curator for Codice Edizioni*

Topics covered: why writing a popular science book; knowing the actors and the steps of the publishing process; writing and pitching an editorial proposal.

→ **Venue:** Conference Room - San Ponziano Complex

→ The course is open to a **maximum of 25 participants** on a first come, first served basis.

→ If you are interested in attending, please fill in the **registration form**

Speakers' Biographies

Jacopo Pasotti is a scientific communicator, trainer, and journalist. After a degree in geology and a master's in scientific communication in Australia, he began teaching science communication at the Swiss Federal Institute of Technology in Zurich, the Italian Institute of Technology in Genova, and various institutes in France, Germany, Australia. He contributes to "National Geographic", and has a blog in the website of Le Scienze (Scientific American Italian edition). He is among the founders of Radar, a web magazine on environment and nature. In 2011 he won the Piazzano Prize for scientific journalism. He is the author of stories for children and popular science books.

Serena Gatti holds a PhD in Theatre Studies at the University of Bologna and is visiting lecturer in "Theories of the Theatre" at the University of Pisa. She is artistic director of Azulteatro for which she deals with training, composing and directing. Collaborating with foundations, universities and festivals in Italy and abroad, she has a long experience in the field of theatrical and communication pedagogy. Her training courses mainly focus on vocal coaching and on the relationship between presence, movement and voice. She also carries out a research on performative art in the landscape. She publishes on the areas of theatre studies and poetry.

Barbara Bernardini is a creative producer of science video and founder of ONEFRAME-Creative Science Communication. Director and video journalist since 2006 for the primetime Science Program Superquark on RAI 1 and RAIplay, she holds a PhD in biology at Scuola Superiore Sant'Anna and was a former researcher at Harvard Medical School. She has broad experience in video and documentary making for Italian and international broadcasters, Mediaset, Mondadori, Arte France, SBS Australia, Hystory Channel, as well as universities and industries.

Michele Bellone is a freelance science writer and non-fiction curator for Codice Edizioni, with a PhD in developmental biology and a keen interest in the relationship between science and narratives. He has a feature on science, fiction, and games on the Italian edition of Scientific American, and teaches at the Master in Science Communication at SISSA and the University of Pavia. He wrote "Incanto. Storie di draghi, stregoni e scienziati" (Codice Edizioni, 2019), a book on how science intertwines with fantasy. He is also a jury member for the Gioco di Ruolo dell'Anno award at Lucca Comics and Games.

For any further information on the course, please contact chiara.palmerini@imtlucca.it

The initiative is promoted as part of *Giovanisì*, the project of the Tuscany Region for the autonomy of young people



GIOVANI SÌ



Regione Toscana

