

**CommNet Communications Training for Scientists & Communicators  
Tuesday 12 & Wednesday 13 February 2013  
Belfield Campus, University College Dublin**

**Monday 11 February 2013**

Arrivals Day

**Tuesday 12 February Day One**

8:30- 9:00

Arrivals Blue Room, Student Centre, Belfield Campus UCD

9:00 – 9.20

**Ice-breaker**

9:20 – 9.45

**Strategy & Skills - creating the new 'Bioeconomists'**  
Scope & Objectives of the Course: Day 1 - Strategy; Day 2 - Skills

9:45 – 11.00

What have we got to say?  
**The Elevator Pitch**  
Developing precise & engaging 'scripts'  
Each delegate to present on their own project

**11.00 – 11.20**

**Coffee**

11.20 -12.00

Who are we talking to?  
**Stakeholder/Audience mapping**

12:00 – 12:45

What are we saying to our stakeholders?  
**Key messages**

12:45 – 13:15

How will we deliver our messages effectively?  
**Channels to choose**

**13:15 – 14:00**

**Lunch**

14.00 – 14.15

**Reality Check**  
Case studies – what actually happened?

14:15 -14:45	<b>Communications channels &amp; methods</b> Choices to suit needs, time, resources, budgets
14:45 – 15:30	Bringing it all together <b>Developing the Message Map</b>
<b>15:30-15:45</b>	<b><i>Refreshment break</i></b>
15:45 – 16:15	What are the risks/ challenges in communications? <b>Managing risk, creating opportunities - an introduction</b>
16:15 – 17:00	<b>Meet the journalists</b> – hear from & question two local journalists
20:00	<b><i>Social dinner in Dublin City Centre</i></b>
<b>Wednesday 13 February Day Two</b>	
8:30 - 9:00	Arrivals at the Blue Room, Student Centre, UCD
9:00 – 10:00	<b>Dissemination Strategies</b> - Principles, barriers, challenges Feedback from Day One & Homework with a focus on Outputs v Outcomes, Activity v Impact
10:00 - 10:15	<b>Media Communications</b> Principles, benefits, risks, access
10.15-10.30	<b>Choosing &amp; using the right media</b> for the right message at the right time
10:30 – 11:00	<b>Put it in writing 1/2</b> – you will always need it in writing no matter the media <ul style="list-style-type: none"> <li>Principles of the press release</li> </ul>
<b>11:00 – 11:20</b>	<b><i>Coffee</i></b>
11:20 – 12:00	<b>Put it in writing 2/2</b> <ul style="list-style-type: none"> <li>Writing it up</li> </ul>
12:00 – 13:20	<b>The Interview - principles &amp; practice</b> - to be filmed
<b>13:20 – 14:00</b>	<b><i>Lunch</i></b>

14:00 - 14:30	<b>Interviews</b> - Feedback
14:30 – 15:00	<b>Engaging the Project Consortium in Communications Efforts</b> Can we? If yes how?
15:00 – 15:45	<b>Websites, blogs, social media &amp; all that jazz!</b>
<b>15:45 - 16:00</b>	<i>Refreshment break</i>
16:00 – 16:30	<b>Team reflections</b>
16:30 – 16:45	<b>Individual reflections</b> & personal development plans including Webinar requests to CommNet
16:45 – 17:00	<b>Certificates, Team Awards &amp; Goodbyes</b>
Post training	E-evaluation form to be sent allowing for further reflection & feedback

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