





NETME Centre

Is pleased to invite you to an interactive workshop called

BE ONE STEP AHEAD

or how to create and present your **own message**based on your research that will attract attention

and be in line with EU polices

Date & Time: Tuesday, **1 November** 2022, 9:00am – 2:00pm

Address: Technická 2896/2, **Brno, A1, 3. floor, Dean´s meeting room**

Speakers:

Chloe Hill, Policy Officer,
Munich, Germany

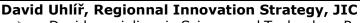
Responsible for
connecting scientists with
policymakers, sharing
relevant scientific evidence
in a policy-friendly language

and format, and promoting evidence-informed policymaking and structures.

Marco Masia, Scientist and entrepreneur, Frankfurt, Germany

 With a MSc in Chemistry and a PhD in Physics, he has worked as

has worked as a
Professor of Theoretical Chemistry for
ten years at the University of Sassari.
He has published many high impact
papers (in Science, and other highly
ranked journals), participated in
European projects, and collaborated
with diverse research teams across
the world.



➤ David specialises in Science and Technology Policy, Innovation Policy and a Regional Development. He works at South Moravian Innovation Centre – JIC.

In 2002 the South Moravian Region established the very first Regional Innovation Strategy in the Czech republic, which led to a number of great achievements.

Program:

8:45 – 9:00 Registration and Welcome coffee

9:00 – 9:15 **Introduction** into the workshop, trainers, participatory

approach, and learning outcomes

Presentations from the lecturers will be in English.



9:15 – 10:30 The political landscape and how scientists can engage with it

This will introduce specific definitions and terms, the policy cycle, Europe's key policy institutions, and the role of scientists in the policymaking process with successful examples. A regional perspective will also be applied.

10:30 – 11:30 Create and present your own message based on your research that will attract attention

This will include an overview of the importance of strong communication and how scientists can frame their information to ensure it is understood and remembered. Participants will

be walked through an interactive activity that allows them to practice creating and presenting a message based on their own research or area of expertise.

11:30 - 12:15 **LUNCH**

Registration:

12:15 – 13:45 Roleplay focusing on a topic within Cluster 4

This roleplay will group participants and assign them roles that mimic those involved in the policymaking process. This exercise will also incorporate the role of the invited regional authority.

13:45 – 14:00 **Debrief from role play exercise and summary of key** messages learnt

During this time, the trainers will also share resources and links that will give the participants more information. Upon request, the trainers could also provide 1-2 coaching sessions following the training.

Registration for the event

Registration is limited to 20 participants.

Contact:	Ing. Blanka Marušincová, MSc
	marusincova@vutbr.cz

Presentations from the lecturers will be in English.

