

## 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 policies**

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

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

**Speakers:**

	<b>Chloe Hill, Policy Officer,</b> 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.		<b>Marco Masia, Scientist and entrepreneur,</b> Frankfurt, Germany ➤ With a MSc in Chemistry and a PhD in Physics, he 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.
	<b>David Uhlíř, Regionnal Innovation Strategy, JIC</b> ➤ 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**

**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 is limited to 20 participants.

Registration:

**[Registration for the event](#)**

Contact:

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Presentations from the lecturers will be in English.



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

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<http://netme.cz/cs/inetme/>