**Connecting Researchers with Society**

CNC Advanced Courses 2021

Doctoral Program in Experimental Biology and Biomedicine (PDBEB)

May 10 - 14, 2021

Coordinator:
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## Program

### Monday | May 10

- **9h:** Presentation, Sara Varela Amaral (CNC)
- **9h30-10h30:** How to write a Press Release (to be confirmed)
- **10h30-11h:** How to write a Press Release - Practical exercice PR

**14h-15h:** Social networks, Marta Correia (CNC)

**15h-16h:** Social networks - Practical exercice

**16h30-17h30:** How to talk to your granny, João Cardoso (CNC)

### Tuesday | May 11

**9h-10h30:** Tips and hit on how to talk to a camera, Marta Costa (UC)

**10h45-11h30:** How to talk to a camera - Practical exercice

**11h30-13h:** Video Brainstorming, Marta Costa (UC) & Sara Varela Amaral (CNC)

**14h-18h:** Making a movie to “Dia Nacional do Cientista”

### Wednesday | May 12

**9h-10h:** Moving forward on openness in animal research within the European scientific community, Ana Barros (EARA)

**10h-10h30:** Out of the Box is a nice place, Sara Varela Amaral (CNC)

**11h-12h:** “A Saúde no Saber” - a health literacy project, Marta Correia (CNC)

**12h-13h:** Fundraising for Biomedical Research, Maria João Leão (Maratona da Saúde)

**14h-15h30:** Health communication round table:

**15h30-17h30:** Scientific “Out of the Lab” Careers

### Thursday | May 13

**10h-11h:** Science and Comics, André Caetano

**11h-12h:** Theatre and Science, Mário Montenegro (Marionet)

**12h-13h:** Design Thinking for SciComm Projects - part I

**14h-15h:** Design Thinking for SciComm Projects - part II

**15h00-16h00:** Career management skills: why we need them and how to develop them, Pedro Resende (Chaperone)

**16h30-19h00:** Identifying your skills and Strengths, Joana Moscoso (Chaperone)

### Friday | May 14

**9h-10h:** Technology Transfer: Why do we need it?, Catarina Santos (CNC)

**10h-10h30:** Technology Transfer - Practical Exercice

**11h-13h:** How to make a pitch, To be confirmed

**14h:** SEMINAR: Scientists and Journalists, Teresa Firmino (Jornal Público)

**15h-17h:** Projects presentation