# 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, Sara Amaral & Carolina Caetano (CNC)
- 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: Daniel Neves (CES, UC), Irina Pinheiro (Ciência Viva), Sónia Silva (Liga Portuguesa contra o Cancro), Teresa Firmino (Jornal Público)
- 15h30-17h30: Scientific “Out of the Lab” Careers
  - Ana Teresa Viegas (CNC)
  - Joana Branco (Biocant)
  - Telmo Santos (Universidade Católica)

### 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 Exercise
- 11h-13h: How to make a pitch, Jorge Pimenta (IPN)
- 14h: SEMINAR: Scientists and Journalists, Teresa Firmino (Jornal Público)
- 15h-17h: Projects presentation