



## How to communicate Science?

### Workshop on Public Outreach

<b>Date</b>	24 <sup>th</sup> of April 2019
<b>Location</b>	Akademien der Wissenschaften Schweiz, Haus der Akademien, Laupenstrasse 7, CH-3001 Bern
<b>Inscription</b>	<a href="https://bit.ly/2C1yTyg">https://bit.ly/2C1yTyg</a> Deadline 1st of April 2019
<b>Contact</b>	APECS Switzerland, <a href="mailto:apecs.switzerland@gmail.com">apecs.switzerland@gmail.com</a> <a href="http://apecsswitzerland.wixsite.com/home/contact">http://apecsswitzerland.wixsite.com/home/contact</a>
<b>Program</b>	
09:00 - 09:15	Welcome
09:15 - 10:15	Workshop by Martin Schneebeli (SLF)
10:15 - 10:30	Coffee break
10:30 - 11:00	Short presentations of two outreach projects and challenges faced during the project development <ul style="list-style-type: none"><li>– “Girls on Ice” by Julie Wee</li><li>– “Climate change communication beyond awareness raising: Reflections on the construction of a Virtual Reality immersion in the Aletsch region” by Bruno Meeus</li></ul>
11:00 - 12:00	Panel discussion on challenges when communicating science to non-specialist audiences
	Panelists: Martin Schneebeli (SLF) Konrad Steffen (WSL, ETH) Daniel Farinotti (ETH, WSL) Bruno Meeus (University of Fribourg) Julie Wee (University of Fribourg)
12:00 - 13:00	Networking lunch

**SWISS POLAR  
INSTITUTE**

Schweizerische Gesellschaft für Schnee, Eis und Permafrost	SEP
Société Suisse de Neige, Glace et Pergélisol	NGP
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