

Spring School for Communication Officers

March 12-14, 2025

Venice International University, Island of San Servolo, Venice, Italy

Bridging AI and Sustainability: Empowering European University Communicators

The Spring School is proposed in the framework of the [European Competence Centre for Science Communication](#) that [COALESCE](#) project is establishing.

PROGRAM

Wednesday, March 12, 2025

14.00 **Welcome Coffee & Registration**

14.30 **Welcome**

Gian-Andri Casutt, president of EUPRIO

Opening

Alessandra Fornetti, COALESCE & Venice International University

Bettina Neunteufl, vice-president of EUPRIO

14.45 **Introductory Talk 1**

*Why do we communicate our research to the public? For whom and to whom?
Clarifying aims and audiences*

Ilda Mannino, COALESCE & Venice International University

15.15 **Introductory Talk 2**

*Who is Your Boss? Tensions, Pressures and Priorities in Research
Communication*

Massimiano Bucchi, COALESCE & University of Trento

15.45 Q&A: Common discussion on Talk 1 and Talk 2

COALESCE-EUPRIO

16:15 *break*

16.30 **Mutual Learning Lab: case studies**
Individual communication by scientists vs. institutional communication: challenges, opportunities and risks
Facilitated by COALESCE

19:00 **Networking apéro**

Thursday, March 13, 2025

09.30 **Introductory Talk 1**
GenAI as a ScienceComm Tool
Mirko Bischofberger, AI & Science Communication Expert

10.00 **Mutual Learning Lab**
Deepdive on Text Generation
Mirko Bishofberger, AI & Science Communication Expert

11.15 coffee break

11:45 **Mutual Learning Lab**
Deepdive on Image Generation
Mirko Bishofberger, AI & Science Communication Expert

13:00 Lunch and networking

14:30 **Introductory Talk 2**
Nudging scientists to the wise use of social media
Priska Feichter, Head of Social Media at the University of Zurich

15:00 **Mutual Learning Lab**
Hands-on use of social media
Priska Feichter, Head of Social Media at the University of Zurich

16:45 Q&A: Common discussion on Talk 1 and Talk 2
COALESCE-& EUPRIO

Friday, March 14, 2025

09.30 Introductory Talk 1
Was it worth the cost: Evaluating communication activities
Arko Olesk, COALESCE, University of Tallinn

10.30 Mutual Learning Lab
Evaluating communication activities
Arko Olesk, COALESCE, University of Tallinn

12.30 Lunch and networking

- 14.00 Roundtable: Sustainability & AI: challenges and chances
COALESCE & EUPRIO
- 15.30 Evaluation and feedback from participants
How can future seminars be better tailored to your needs?
Keeping in touch: channels for further networking
COALESCE and EUPRIO
- 16.00 Close

