



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

# Science communication and knowledge valorization: practices and tools

Second edition



**FEBRUARY 13** · 10-12    **FEBRUARY 19, 26** · 10-13    **MAR 7, 12, 19, 26** · 10-13  
*Room RL, Vallisneri Complex, via Ugo Bassi, 58b*

The course consists in two modules:

## **Module 1: Overview**

**Thursday February 13** · 10-12

*Science in society:  
what you need to know*

**Massimiano Bucchi,**  
Venice International University and University of Trento

**Wednesday February 19** · 10-13

*Introduction to research  
communication:  
why, what, who and how*

**Ilda Mannino and Alessandra Fornetti,**  
Venice International University

**Wednesday February 26** · 10-13

*Planning for impact  
and evaluation*

**Alessandra Fornetti and Ilda Mannino,**  
Venice International University

## **Module 2: How to tackle different publics and different media**

**Friday March 7** · 10-13

*Story telling*

**Sara Garfield,**  
University of Bordeaux  
and Venice International University

**Wednesday March 12** · 10-13

*Visual Communication*

**Claudia Culos and Stefano Guerardi,**  
University of Padua

**Wednesday March 19** · 10-13

*Social media in science  
and research communication*

**Cristina Rigutto,**  
Venice International University

**Wednesday March 26** · 10-13

*How to talk to journalists  
and communication offices*

**Gioia Lovison and Elisabetta Tola,**  
University of Padua

### **How to achieve 2 CFU:**

compulsory attendance to the extent of 70% of the course