

Genoa Science Festival's School Programme 2007
 “*Communication is an indispensable Sisyphean task*”.

15th October '07 – 24th October '07

<i>Date</i>	<i>Timetable</i>	<i>Content</i>	<i>Lecturer</i>
Monday 15 October	9.00–9.30	Opening ceremony and welcome.	Manuela Arata <i>President Science Festival</i>
	9.30–10.00	Presentation of didactic objectives.	David McKenzie Bell <i>Science Festival Association</i>
	10.00–13.00	How (not) to engage citizens in science: lessons from recent and upcoming debates.	Massimiano Bucchi <i>University of Trento</i> David McKenzie Bell
	14.30–16.00	Increasing the creative input in group work.	Annamaria Testa <i>Bocconi University of Milan</i>
	16.00–18.00	A researcher's communicative style analysis for Politicians–Public.	Fabio Monforti Armando Carlone Andrea Tartari <i>ADI – Associazione Dottorandi e Dottori di Ricerca Italiani (PhD Association)</i>
Tuesday 16 October	9.00–10.30	How to manage the masses.	Italo Vignoli <i>FIERPI</i>
	10.30–11.30	Social, racial, cultural and sexual diversity management.	Luca Borzani <i>Town councillor</i>
	11.30–13.00	Anticipating, avoiding and managing conflict.	David McKenzie Bell <i>Science Festival Association</i>
	14.30–18.00	The theatrical role in scientific communication.	Frank Burnet <i>Director Graphic Science</i>

Wednesday 17 October	9.00–13.00	Scientific expression through interactive game activities	Bob Ghattas, Leonardo Alfonsi <i>Perugia Science Festival</i> Alessandro Gnucchi <i>Museo del Bali</i>
	14.30–18.00	How to lead a communication team.	Paolo Dalla Sega <i>Università Cattolica del Sacro Cuore</i> Martina Angelotti Luca Monti
Thursday 18 October	9.00–13.00	Communicative strategies for a scientific communicator: the ABC's of communicating with the public.	Paola Rodari <i>SISSA MediaLab</i>
	14.30–18.00	Marketing strategies.	Italo Vignoli <i>FIERPI</i>
Friday 19 October	9.00–13.00	The didactical approach to scientific communication: from theory to practice.	Andrea Vico <i>Free lance journalist</i> Elena Dini <i>Legambiente</i>
	14.30–18.00	Science and Society: how scientific journalists communicate and inherent ethical balance issues.	Margherita Fronte <i>Scientific journalist</i>

Monday 22 October	9.00–13.00	Effective communication: psychology of learning styles.	Giulio Peirone <i>Professor of Psychology University of Genoa</i>
	14.30–17.00	Communicating risks: frames of engagement; catastrophe and terror; uncertainty and the Precautionary Principle.	Enrico Bellone <i>Director of “Le Scienze”</i>
	17.00–18.30	Testimonial of the practical aspect in science & society	Guglielmo Maglio <i>Fondazione IDIS – Città della Scienza</i>

Tuesday 23 October	9.00–13.00	All the scientific explainer NEEDS TO KNOW on the daily management of the Genoa Science Festival	Festival Management	Vittorio Bo
			Festival Programme	Telmo Pievani
			Logistics	Angelica Canevari
			Relationships with the schools	
			Festival in Liguria	Massimo Morasso
			Laboratories and fund raising	Emanuele Bargelli
			<i>Science Festival Association</i>	
14.30 – 16.30	Sicurezza nelle location	Emanuele Gissi <i>Provincial Fire Department</i>		
16.30 – 18.00	The present day role of the scientific explainer.	Francesca Messina Andrea Sessarego <i>Science Festival Association</i>		
Wednesday 24 October	9.00–18.00	On the job training: start up with exhibit building	Paola Astrici, Daniela Gaggero <i>Science Festival Association</i>	
Thursday 25 October – Tuesday 6 November	5 hour shift daily	On the job training: how to manage that exhibit.	Paola Astrici, Daniela Gaggero <i>Science Festival Association</i>	

Post Festival		On the Job Training: you are now a Senior Scientific Explainer with your Programme of exhibits to manage. Go to work! Coaching and Counselling services available.	David McKenzie Bell and Caterina Costa: coaching and counselling
		Outcome analysis.	David McKenzie Bell