**PUBLIC ENGAGAEMENT AND POPLUAR SCIENCE WRITING**

Dear Madame / Sir,

We kindly invite you to attend a workshop in public engagement and popular science writing. The aim of the workshop is to help University teachers, researchers and PR offices and research support staff develop their skills in writing about their research for non-specialist audiences and design effective public engagement activities. The workshop will take place on Thursday, **November 8th, 2018**. Place and conference room will be confirmed to all registered participants at least one week before the workshop. The workshop will be conducted in English by Dr Jon Copley of SciConnect Ltd. Find out more about the programme below.

**WORKSHOP OUTLINE**

1-day Workshop: Public engagement and popular science writing masterclass. The workshop will start at 9 am and finish at 3 pm.

**Aim:** Learn how to plan effective and efficient public engagement activities and develop your skills in writing about your research for non-specialist audiences.

**Conten**t: Theory, case studies, group discussion and the opportunity to work on your own public engagement plan and popular science article.

**TOPICS COVERED INCLUDE:**

• Grant funding bodies and their expectations about public engagement

• How to embed public engagement activities throughout the entire course of a research grant

• Designing targeted activities that are an efficient use of time and resources

• Key steps in planning, delivering and evaluating engagement

• Popular science writing as a means of public engagement: opportunities and platforms

• Structuring your writing to make complex information accessible to non-specialists

• Tips for making your writing both engaging and inspiring

• How to minimize the risk of your research being misunderstood or misreported

• Maximising the impact of your popular science writing online

**PRESENTER:** Dr Jon Copley, co-director of SciConnect Limited and Associate Professor of Ocean Exploration and Public Engagement at the University of Southampton, UK.

Dr Copley began his career as a marine biologist, before switching fields to work as a science journalist at New Scientist magazine, where he was a reporter and assistant news editor. He returned to academia and has led a number of expeditions to explore deep-sea habitats around the world. He has consistently embedded public engagement in all his research work, and is recognised as a leader in this area in the UK.

As a co-founder and Director of SciConnect Ltd, Dr Copley has provided training in science writing and media skills for scientists at all career levels., including for organisations such as the UK’s Royal Society and the European Molecular Biology Organisation. His awards for science communication and training include a University of Southampton Vice-Chancellor's Award for Postgraduate Training in 2011 and the UK Biosciences Federation Science Communication Award for Established Researchers in 2008.

Dr Copley has extensive personal experience of interacting with the media as a scientist, having given more than 100 media interviews about his research in the past five years, and contributing to documentaries featuring his work for the BBC, including the recent “Blue Planet II” David Attenborough series. He has also published more than 150 articles as a science writer for outlets such as The Guardian and Nature.

**REGISTRATION**

The number of applications is limited, so if you are interested, please register as soon as possible. Registration to the workshop is possible [via following link](https://www.uni-lj.si/aktualno/koledar_dogodkov/dogodki/2018101808385159/Vključevanje%20javnosti%20v%20znanstveno%20delo%20ter%20pisanje%20o%20znanstvenih%20dosežkih%20za%20splošno%20javnost/) until the workshop is fully booked or latest by Oct 24th, 2018. We will send you a confirmation of the successful registration by e-mail. If your application to the workshop is confirmed, participation is mandatory.

For additional information please contact: [kul@uni-lj.si](mailto:kul@uni-lj.si).

|  |
| --- |
| Prijava poteka preko Sharepoint-a in je aktivirana preko aktivnega imenika vaše članice – za dostopanje uporabite svoje običajno uporabniško ime in geslo (kot npr. za vašo elektronsko pošto). Če se vam ob prijavi pokaže obvestilo »Kritična napaka**«**, vklopite »Združljivostni pogled**«**. To naredite tako, da kliknete »Orodja« -> »Nastavitve združljivostnega pogleda« -> »Dodaj« (s čimer se »uni-lj.si« prestavi v spodnje okno, kjer so dodana spletna mesta za združljivostni pogled). |