

# The Science Communication Conference

## Programme information

This programme contains speaker names and a brief description of the focus of the sessions. Talk titles, abstracts and biographies for speakers and chairs can be found in your delegate pack.

## Programme structure

The programme has been split into three strands. You can follow these strands throughout the programme using the key below:

### Key



**Engaging to inspire and educate**



**Engaging to involve**



**Engaging through the media and PR**

## Parallel seminar sessions

At two points in the programme (sessions 6 and 10) six parallel seminars are offered. Please check your welcome letter for information on the seminar you have chosen to attend. These are intended to provide more opportunities for smaller group discussions.

## Venue information

All plenary sessions take place in the Lecture Theatre. Parallel sessions take place in the Lecture Theatre, Faraday Room, Council Chamber, Riverside 1 & 2 and the Nuffield Room.

Refreshments and lunch will be served in the Maxwell Suite, Lancaster Room and the Common Room.

A map of the building is available in your delegate pack.



# Monday 14 May **Science in Society day**

08.30

Registration and refreshments

09.30

## **Session 1** Conference plenary

**Opening remarks** (Lecture Theatre)

**Speaker:** Professor Frances Balkwill, Barts and The London, Queen Mary's School of Medicine & Dentistry

09.35

## **Session 2** Conference plenary

**Keynote address** (Lecture Theatre)

**Speaker:** Simon Jenkins, journalist, author and Guardian columnist

**Chair:** Professor Frances Balkwill, Barts and The London, Queen Mary's School of Medicine & Dentistry

10.30

## **Session 3** Conference plenary

**Progress since 2006: improving our impact** (Lecture Theatre)

**Speaker:** Professor Kathy Sykes, Professor of Sciences and Society, University of Bristol

**Chair:** Professor Frances Balkwill, Barts and The London, Queen Mary's School of Medicine & Dentistry

This session will provide a critical overview of new developments in the field since the 2006 Science Communication Conference. It will explore where science communication fits in with new initiatives such as those in government and how the field can achieve greater impact.

11.15

Refreshments



Monday 14 May **Science in Society day**

11.45

## Session 4 Conference splits into three strands

### Key

Please follow your area of interest using the relevant symbol



Engaging to inspire and educate



Engaging to involve



Engaging through the media and PR

### Update on STEM report

(Lecture Theatre)

This session will give an update on how the recommendations of the STEM Programme Report are being carried forward and will discuss how some specific initiatives relate to it.

#### Speakers:

- Professor John Holman, Centre Director, National Science Learning Centre
- Yvonne Baker, Chief Executive, SETNET
- Steve Mesure, Director, The Creative Science Consultancy

**Chair:** Dr David Stewart Boak, Director of Communications, The Royal Society



### How can public engagement affect policy?

(Faraday Room)

This session will provide an opportunity to take a critical look at how public engagement can link into policy, using sciencehorizons and the NICE citizens' council as examples.

#### Speakers:

- Pippa Hyam, Director, Dialogue by Design
- Professor Celia Davies, Visiting Professor, London School of Economics
- Andrew Dillon, Chief Executive, NICE
- Professor Sandy Thomas, Foresight

**Chair:** Sir Roland Jackson, Chief Executive, the BA



### Stem cell research in the media

(Council Chamber)

This session will explore how stem cell research is reported in the media, the impact of this on stem cell research and will consider what the public debate on animal/human hybrids will be.

#### Speakers:

- Dr Stephen Minger, Director, Stem Cell Biology Lab, King's College London
- Professor Sarah Franklin, Director, BIOS Centre, London School of Economics
- Alok Jha, Science correspondent, The Guardian
- Angela McNab, CEO, Human Fertilisation and Embryology Authority

**Chair:** Fiona Fox, Director, Science Media Centre



13.00

Lunch



Monday 14 May **Science in Society day**

14.15

## Session 5 Conference splits into three strands

### Key

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**Engaging to inspire and educate**



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### How ICT can support informal learning

(Lecture Theatre)

This session will examine of the way that ICT can support informal learning and will include discussion of some inspirational projects.

#### Speakers:

- Tony Sherborne, Creative Director, Centre for Science Education
- Vivi Lachs, Curriculum Director, Highwire

**Chair:** Colin Johnson, Curriculum Director, Vice-President, the BA



### International perspectives on engagement strategies

(Faraday Room)

This session will compare public engagement/science communication strategies in different regions to understand the different approaches and priorities that apply around the world.

#### Speakers:

- Dr Stephen Parker, Deputy Head: Scientific Culture and Gender Issues, European Commission
- Professor Ian Scoones, STEPS Centre Co-Director, Institute of Development Studies

**Chair:** Dr David Stewart Boak, Director of Communications, The Royal Society



### Scientists working in the media

(Council Chamber)

This session will discuss how scientists, who are active communicators within the media, are perceived within academia.

#### Speakers:

- Professor Marcus du Sautoy, Professor of Mathematics, University of Oxford
- Professor Jim Al-Khalili, Professor of Public Engagement in Science, University of Surrey
- Dr Jason Hall-Spencer, Senior Lecturer, University of Plymouth

**Chair:** Sue Nelson, Broadcaster



15.30

Refreshments



16.00

Monday 14 May **Science in Society day**

**Session 6** Each strand splits into to 2 related seminar sessions (in parallel)



In session 6 there are six parallel seminar sessions which have been pre-booked. Please check your welcome letter for the seminar you have selected.

**Science centres supporting discussion and debate with teenagers**

(Riverside 2)

This session will be a reflection on how to engage young people and their teachers with complex, controversial, topical science-related issues in an out-of-school context.

**Speakers:**

- Dr Rosalind Mist, Head of Project Development, Ecsite-uk
- Dr Sharon McNab, Science Learning Manager, Glasgow Science Centre

**Chair:** Colin Johnson, Vice-President, the BA



**Training challenges presented by Science in Society**

(Faraday Room)

This session will discuss the growing demand for 'science in society' specialists and scientists working at the science/social science interface. It will consider current Science in Society training provision and whether it is meeting this demand.

**Speakers:**

- Dr Nicholas Russell, Director, Science Communication Group, Imperial College London
- Dr Jeff Thomas, Senior Lecturer, The Open University

**Chair:** Nicholas Hillier, Communications Manager, Academy of Medical Sciences



**Using new technology to reach new audiences**

(Council Chamber)

This session will provide an update on the latest communications technologies and a discussion of how we can use them to reach new audiences.

**Speakers:**

- Dave Patten, Head of New Media, Science Museum

**Chair:** Sue Nelson, Broadcaster



**Session 6** continued overleaf



Monday 14 May **Science in Society day**

16.00

## Session 6 continued

### Key

Please follow your area of interest using the relevant symbol



**Engaging to inspire and educate**



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For further information on the ESRC poster session please refer to the back pages of this programme.

17.00

17.15

19.00

### Improving the image of science & engineering among young people (Lecture Theatre)

This session will look at projects that influence positive perceptions of science and engineering amongst young people.

#### Speakers:

- Dickon Ross, Editor of Flipside, Institution of Engineering & Technology
- Dr Elsa Ekevall, Engineering Superpowers, University of Strathclyde

**Chair:** Dr Nigel Eady, Science in Society Officer, the BA



### Consulting the public on drugs (Riverside 1)

This session will focus on the Sciencewise-commissioned project drugsfutures, as one with government buy-in, incorporating the views of the public alongside those of a distinguished group of scientists.

#### Speakers:

- Dr Diane Beddoes, Fellow, Office for Public Management
- Dr Robert Frost, Policy Officer, Academy of Medical Sciences

**Chair:** Clare Matterson, Director-Medicine, Science & History, Wellcome Trust



### Engaging the media in engineering (Nuffield Room)

This session will discuss the particular communications challenges involved in engaging the public and the media with engineering.

#### Speakers:

- Dr Scott Steedman, Vice President of the Royal Academy of Engineering
- Lyndal Gully, Engineering Press Officer, Science Media Centre
- Timandra Harkness, Director, engaging cogs

**Chair:** Tonia Page, Managing Director, Page Relations Ltd



## End of day 1

**Drinks reception ESRC Science in Society Programme Poster Session** (Maxwell Suite)  
**Conference dinner** (Riverside dining room)



## Tuesday 15 May **Climate change day**

08.30

Registration and refreshments

09.30

**Session 7** Conference plenary

**Climate change in the political arena** (Lecture Theatre)

**Speakers:** Professor Tim O'Riordan, Emeritus Professor of Environmental Sciences, UEA; Professor Brian Hoskins, Professor of Meteorology, University of Reading; Dimitri Zenghelis, Senior Economist, HM Treasury

**Chair:** Vivienne Parry, Broadcaster

This session will explore challenges raised in the Stern Review in relation to science communication and public engagement - namely how to develop a shared understanding of climate change, and how to shape preferences and behaviour.

10.30

**Session 8** Conference plenary

**Keynote address** (Lecture Theatre)

**Speaker:** Malcolm Wicks MP, Minister of State for Science and Innovation

**Chair:** Vivienne Parry, Broadcaster

Science and innovation: responding to the challenge of climate change

11.00

Refreshments

11.30

**Session 9** Conference plenary

**Communicating Uncertainty** (Lecture Theatre)

**Speakers:** Professor Sir Howard Dalton, Defra; Professor Joanna Haigh, Imperial College London; Dr Dave Reay, University of Edinburgh; Bob Ward, Risk Management Solutions Ltd

**Chair:** Sheila Anderson, Head of Communications, Natural Environment Research Council

This session will explore how uncertainty can be communicated effectively among different audiences including policymakers, climate sceptics, the public and the media.



Tuesday 15 May **Climate change day**

12.45

Lunch

14.00

**Session 10** Each strand splits into to 2 related seminar sessions (in parallel)

## Key

Please follow your area of interest using the relevant symbol



**Engaging to inspire and educate**



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In session 10 there are six parallel seminar sessions which have been pre-booked. Please check your welcome letter for the seminar you have selected.

### Climate change in the national curriculum

(Lecture Theatre)

This session will investigate how the national curriculum might include teaching about climate change and a recent example of a project aiming to engage young people with these issues.

#### Speakers:

- Professor Michael Reiss, Professor of Science Education, Institute of Education
- Colin Izod, Director, Big Heart Media

**Chair:** Sir Roland Jackson, Chief Executive, the BA



### Policies to influence personal preferences

(Faraday Room)

This session will examine effective policies and communication strategies for influencing individual choices and preferences.

#### Speakers:

- Professor Mike Hulme, Director, Tyndall Centre
- Professor Paul Ekins, Head of Environment Group, Policy Studies Institute
- Jill Rutter, Director of Strategy & Sustainable Development, Defra

**Chair:** Professor Nick Pidgeon, Professor of Applied Psychology, Cardiff University



### Audience reaction to the BBC's climate change season

(Nuffield Room)

This session will study ways in which audiences engaged with the BBC's season of climate change programmes shown earlier in 2007, and will consider more widely the media's role in engaging viewers in topical issues.

#### Speakers:

- Phil Dolling, Executive Producer, BBC
- Dr Tammy Boyce, Senior Research Fellow, Cardiff School of Journalism
- Ade Thomas, Managing Director, Green TV

**Chair:** Dr David Stewart Boak, Director of Communications, The Royal Society





Tuesday 15 May **Climate change day**

14.00

## Session 10 continued

### How to target individual choices and actions

(Riverside 2)

This session will showcase action-oriented projects that educate and inspire to influence choice.

#### Speakers:

- Matt Prescott, Director, CarbonLimited, RSA
- Trewin Restorick, Director, Global Action Plan
- Antony Turner, Managing Director, Carbonsense Ltd

**Chair:** Dr Matthew Harvey, Manager, Science in Society, The Royal Society



### Engaging non-traditional voices

(Riverside 1)

This session will examine a case study engaging under-represented groups with climate change issues.

#### Speakers:

- Dr Nigel Eady, Science in Society Officer, the BA
- Dr Laura Bowater, Teaching Fellow, University of East Anglia
- Barbara James, public participant

**Chair:** Sue Hordijkeno, Director of Programmes, the BA



### How climate change is reported in the media

(Council Chamber)

This session will explore how climate change is reported in the media, focusing on messages that came out of the Stern Review and the IPCC 4th Assessment report.

#### Speakers:

- Richard Darlington, Media Manager, IPPR
- Richard Black, Environment correspondent, BBC
- Dr Max Boykoff, Research Fellow, Oxford University

**Chair:** Fiona Fox, Director, Science Media Centre



15.15

## Session 11 Conference plenary

**Closing session** (Lecture Theatre) **Closing remarks:** Sir Roland Jackson and Dr David Stewart Boak  
This session will sum up key issues raised over the two days.

15.45

## End of day 2

## Further information

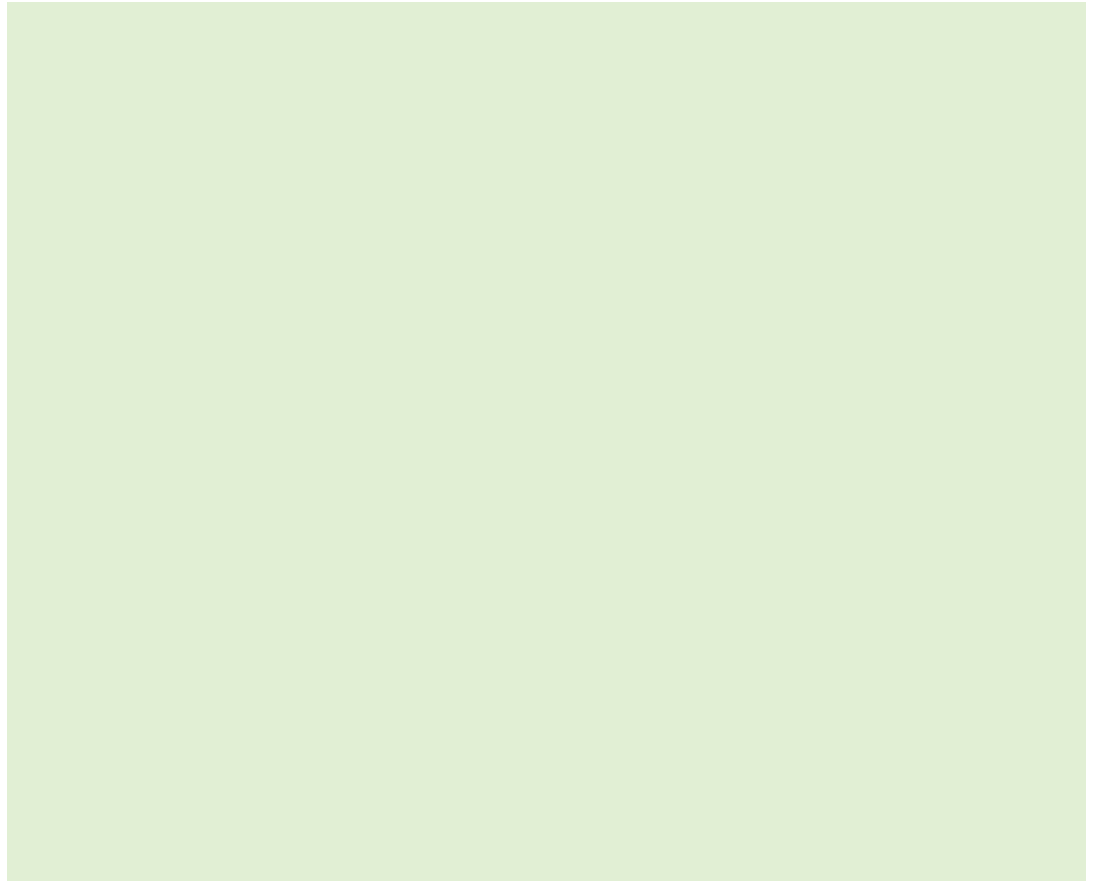
### **ESRC Science in Society Programme Poster Session, Monday 14 May**

This poster session offers an opportunity to view some of the outputs of the ESRC Science in Society Programme ending in December 2007. The Programme explores the rapidly changing relations between science (including engineering and technology) and the wider society and facilitates debate and policy development. The session will include a brief presentation at 5:30pm by Professor Steve Rayner, the Programme Director and there will be an opportunity to meet some of the researchers over drinks.

#### **Topics include:**

- Deliberating the Environment: Scientists and the Socially Excluded in Dialogue  
Mary Brennan, University of Newcastle, will be available for discussion.
- Public Involvement, Environment and Health: Evaluating Geographic Information Systems for Participation  
Dr John Forrester, University of York, will be available for discussion.
- Consultation as Science Communication? The Case of Local Air Quality Management  
Miss Nurul Leksmono, University of the West of England, will be available for discussion.
- Communicating Science through Novel Exhibits and Exhibitions
- The New Zoos: Science, Media and Culture
- Spinning Science: the Nanotech Industry and Financial News
- The Impact of Gender Innovation on Regional Technology, Economy and Society
- Public Perceptions of Risk, Science and Governance

## Notes



## Notes

