

Communication and Dissemination in Tertiary Education – AN ONLINE WORKSHOP

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DESCRIPTION

In the majority of science-based areas (both research and education), students and professionals are taught to share their knowledge, findings and achievements with other specialists of the same field mainly through article publishing or presentations in scientific congresses. However, nowadays, the importance of communication of specific knowledge to the broad audience is getting importance in all fields. This is because the research is mainly supported by taxpayers, thus, they have the right to be informed in an easy, clear and accessible way, where their money goes to. In addition, an adequate communication of the research or specific knowledge can reach policymakers and specialists from other fields resulting in better problem solving and greater impact. Therefore, it is essential to know how to communicate not just to scientists, professionals, educators from the same field, but also to the wide variety of audience. This course is designed to deal with the importance of communication and dissemination (and their ways). In addition, besides the theoretical basis, practical tips will be given about social media use, presentation performance and video creation.

STRUCTURE OF THE WORKSHOP (total 4-5 hours)

1. Importance of the communication and dissemination and their differentiation
2. Social media (+elevator pitch)
3. Oral and posters presentations
4. Videos with Mobile phone
5. Articles in daily press



ISEAS

International Society of
Education in
Animal Sciences

DATE AND TIME: March 2022 (exact date TBA on Facebook and Twitter)

PRICE: 5€ for ISEAS members

PLATFORM: ZOOM (link and password will be sent to participants' email before the workshop)

