



Southern African Research and Innovation Management Association
(SARIMA) Training Workshop on:

Join us to explore the fast-evolving world of
SCIENCE COMMUNICATION:

Bridging research and practice: 11 & 12 November 2015



**11 and 12 November 2015,
Casa Toscana Lodge
Meiring Naude Road,
Pretoria, Gauteng**

Workshop Fee:

R 3100-00 (members)

R 3900-00 (non-members)

Fees are VAT inclusive. Travel and accommodation costs are excluded.

[Click here to
register](#)

Closing date for registration is
5 November 2015.

Registration enquiries:

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About the workshop: The workshop will consist of two sessions:

Session 1: Day 1: Communicating science with public audiences: Marina Joubert, a leader in public science communication will provide a conceptual basis for understanding the strategic objectives and dynamics of public science communication and engagement. She will include the perspectives of scientists, research organisations and communication professionals, illustrated by case studies, video interviews and multimedia clips. Shirona Patel, Communications Manager at the University of the Witwatersrand, will join Marina for part of the day. Shirona will share the case study of '*Homo Naledi*' that has captured the imaginations of humanity across the globe.

Session 2: Day 2: SAASTA will complement the comprehensive programme of Day 1 and lead on practical tasks and case studies related to their mandate of advancing public awareness, appreciation and engagement of science, engineering and technology in South Africa.

Who should attend? This workshop is relevant for any one who is a researcher or who is leading research projects. Funding imperatives increasingly require all researchers to communicate their science through public engagements: Therefore, researchers, research team who implement research grants, research managers and staff involved in corporate communication at universities and representatives from research organisations who have to assist researchers with science communication, will all benefit from attending

Presenter Profiles:

Marina Joubert is a science communication researcher at Stellenbosch University (SU), with a specific interest in the communication behaviour of South African research leaders. After working as a science communication manager and consultant for two decades she joined SU in January 2015 where she launched the first online course in science communication in Africa. She serves on the scientific committee of the global PCST (Public Communication of Science and Technology) network and the editorial board of the journal *Science Communication*. In July 2015, she won the National Science and Technology Forum Award for "An outstanding contribution to Science, Engineering, Technology and Innovation (SETI) in South Africa over the past 5 years in the Category: Communication for outreach and creating awareness of SETI".



Shirona Patel holds an Honours degree in Journalism, a BA Communications degree and a Higher Diploma in Media Studies. She edited her first consumer magazine at the age of 22, managed several campaigns for blue chip and international clients while working at a corporate communications agency, and worked part-time in community radio for five years. She joined Wits University in 2002. As Head of Wits Communications, Patel is responsible for raising the profile of the University and positioning it as a social leader in society. She leads a dynamic team who proactively make the incredible research at Wits visible to local and global audiences across traditional and new media platforms.



SAASTA:

South African Agency for Science and Technology Advancement is a business unit of the National Research Foundation (NRF) with the mandate to advance public awareness, appreciation and engagement of science, engineering and technology in South Africa. SAASTA's

Science Communication team and an invited group of specialists will present various opportunities to engage in science communication. Practical examples of platforms such as the use of social media and the use of visual tools to enrich content will be workshopped. Other key channels for public engagement will be demonstrated, including the potentially powerful platform of community media.



DAY 1: 11 November 2015	
08:00	Registration
08:30	Welcome and introductions: Dr Charmaine Williamson: SARIMA Project Manager for Research Management
09:00	The scientist's perspective: Interactive discussion session: Marina Joubert New demands on scientists to "escape from the ivory tower" Factors that influence scientists' involvement in public communication The risks and rewards of communicating science Video clip: Interview with Prof Nox Makunga
09:30	Practical exercise: dialogue and persuasion
10:00	The university's perspective: Marina Joubert Science communication as a strategic tool in a research university Science communication policy and planning Communication and engagement vs. promotion & PR Video clip: Interview with Dr Therina Theron
10:30	Coffee/tea break
11:00	Homo Naledi: An unfolding science communication case study: Shirona Patel & Marina Joubert The planning and the campaign (Guest speaker: Shirona Patel, University of Witwatersrand) The socio-political response: Marina Joubert Discussion & take-home science communication lessons
12:15	The communication professional's perspective: Marina Joubert Models and trends in science communication Motivating and mobilising scientists to communicate and engage Innovative approaches to sharing science emerging in South Africa Video clip: New ways of sharing science
13:00	Lunch
14:00	The science of science communication: Marina Joubert -what is it all about and why is it relevant to science communication
14:30	Participative Q&A session on social media: Exploring useful platforms and tools: facilitated by Marina Joubert Practical session – participants will be asked to prepare short contributions in advance
15:30	Coffee/tea
16:00	Professional development in science communication: Marina Joubert Science communication as a career (video clip: Jenni Metcalfe) Science communication resources, networks and opportunities for professional development
16:45	Closure of Day 1

Programme

Accommodation



DAY 2: 12 November 2015

08:15-08:30	Registration
08:30-08:45	Introductions: SARIMA
08:45-13:00 (including tea break)	Session 1: SAASTA Science Communication Workshop including practical tasks and case studies
13:00-14:00	Lunch
14:00-16:00 (including tea break)	Session 2: SAASTA Science Communication Workshop including practical tasks and case studies
16:00-16:10	Workshop Closure

Delegates are responsible for their own travel and accommodation arrangements.

- Accommodation is available at the workshop venue.
- Please contact 012 348 8820 or anette@casatoscana.co.za. There are also a number of other hotels within driving distance of the venue such as City Lodge, Lynnwood: <https://clhg.com/hotels/141/City-Lodge-Hotel-Lynnwood>
- Transfers to the venue should be arranged through, private taxis or airport shuttles
- The boutique hotel has adequate parking for participants driving to the venue.

Become a SARIMA member

Contact Vukani Mchunu at admin@sarima.co.za for membership options.