

## **Plant Biology Europe 2018 Conference (PBE2018)**

The joint conference by EPSO and FESPB, in Copenhagen 18-21.6.2018

### **Science Communication Workshop Copenhagen, 18.6.2018, 13:15 h- 14:15 hs**

**1 - Marina PREDIC**, EPSO Publications Officer, Global Coordinator of the Fascination of Plants Day (FoPD)

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#### **Social Networking for Scientists**

Majority of scientists have not yet discovered the advantages of using social media. Social Media can help people reach an extremely wide targeted audience, manage their reputation and influence, and build networks. It allows exchange of knowledge with colleagues and promotion of a scientific research worldwide in a timely manner. Millions of people already follow science-related pages on Facebook. A trending hashtag on Twitter can reach people who may not have otherwise heard of the event that is being communicated. This session will instruct the audience on why, how and what type of social networks to best use to communicate science during relevant events such as conferences. Sharing live during a conference can help people who could not make it to the event follow the live stream and contribute to spreading the word.

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**2 – Trine HVOSLEF-EIDE**, Global Coordinator (outside Europe) & National Coordinator of the Fascination of Plants Day in Norway

Norwegian University of Life Sciences (NMBU), Ås, Norway

#### **Inspirational Science Communication**

There are numerous reasons why science communication is important; 1) part of society's expectations when you are engaged on public money (not so inspiring?) 2) PR for your institution, your research group, yourself (more inspiring?) 3) make a difference to the industry associated with your science (even more rewarding?) 4) inspire young people to join the profession of plant sciences (must be inspiring!) 5) make the general public and politicians aware of the importance of plants? The enjoyment of communicating your science grows on you the more you engage in it and you get feedback from other people than your peers.

NMBU has used FoPD actively every year since the first one in 2012 for the above mentioned purposes, with most emphasis on inspiring young people to join our profession, make our university better known in our community and make people aware of the importance of plants for our whole existence. We decided in 2012 to engage the students through a practical course of growing plants for sale in the greenhouses. The proceeds of the sales go to charity. We



expected the sales to draw a crowd to the lectures on plants we were going to give. From the start in 2012 we advertised with posters in the proximity of the university in a 10 km radius, on social media and through the press. This year we only advertised on Facebook; the plant science department page, the local garden society page and our own private FB pages. We were worried not so many would hear about it, but word got around, people have been calling the university switch board since January to enquire, schools asked when they could come and proposed topics for lectures. We have never had such interest as this last FoPD which was not even an official FoPD year with lots of extra publicity. FoPD has become quite a happening in our local community and we communicate science, give students practical experiences and enjoy the proceeds for the benefit of children in Tanzania, South Sudan, Nigeria and Ethiopia.

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**3 - Magdalena ARASIMOWICZ-JELONEK**, National Coordinator of the Fascination of Plants Day in Poland

Adam Mickiewicz University, Poznan, Poland



### **Fascination of Plants Day communication in Poland**

The International Fascination of Plants Day (FoPD) perfectly bridges the gap between high-quality experts of plant biology and the public by decoding the language of science to report, unravel and inspire. In Poland plant-based events are organized mainly by universities and other scientific units, the State Forests and botanical gardens. In all places, the number of the general public who turned up was great - we observed a steady flow of people all through the FoPD days. Increasing number of participants observed in following FoPD editions means for us that various communities want to be and need to be informed about plant scientific topics. Therefore, we have created a network of „the local hot-spots” which are coordinated by plant scientists or experts with an impressive communicating mindset. They can choose a platform or method of communication that best suits local society needs. Increasingly, however, an organization of such large diversity of plant-based events requires the sound knowledge and skills in current media trends to take up the challenge and fascinate people with plants.

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