

Day One – 4th December 2018

Registration opens: 08:30

Opening and Welcome Address

- **Ed Hill** OBE, Executive Director, National Oceanography Centre
- **Rachael Coccia**, Director of Youth Initiatives, The Ocean Project

Skills Building Session 1: (parallel sessions - 20 mins + 5 for questions)

- Communications Tools:
 - Engaging audiences with a fun and friendly newsletter: The little Blue Letter Story, Glen Wright (IDDRI)
- Communications Tools:
 - How to engage new users through communication & outreach? The examples of EMODnet & the European Atlas of the Seas - Andrée-Anne Marsan (EMODnet)
- Communications Tools:
 - Aurora – A princess? A Russian cruiser? Or a natural phenomenon? Perception of Arctic issues among people of different ages in Poland - Izabele Kotynska-Zielinska (Today We Have)

Skills Building Session 2: (parallel sessions - 3 x 15mins +5each for questions)

- First steps in communications: - EMB Communications Panel
 - Storytelling
 - social media principles, platforms and best practice
 - conducting media interviews
- The Plastic Ocean:
 - Ocean Plastics Lab - Julia Schnetzer (German Marine Research Consortium, KDM)
 - Communicating microplastics around the world, the Volvo Ocean Race experience - Sören Gutekunst (GEOMAR)
 - Communicating marine litter: MIO-ECSDE showcases on the science policy-society-interface - Thomais Vlachogianni (MIO-ECSDE)
- Ocean Literacy:
 - Making the invisible visible – public engagement and marine science - Jan Seys (VLIZ)
 - Blue School PT – Communicating the Ocean with schools - Bernardo Mata (Portuguese Directorate-General for Maritime Policy)
 - Experimenting ocean literacy in Europe: practical feedback from the ResponSEable project - Louise Ras (Oceanopolis)

Skills Building Session 3: (parallel sessions - 2 hours)

- Ocean Literacy Workshop:
 - The plastic debate as a catalyst to Ocean Literacy - Ned Dwyer (Eurocean) et al
- Communications Tools:
 - Public Affairs: A Practical Perspective - Dr Stuart Thomson (CIPR)
- Creative Communications:
 - The art of animating science - Bart De Smet (VLIZ)
 - Virtual Reality – Arnaud Le Breton (visualiz)

Group Photo

Skills Building Session 4: (parallel sessions - 3 x 15mins + 5min each for questions)

- Media Relations:
 - Working with media - Kira Coley (Eco magazine and The Chatty Scientist)
 - Writing for your audience, Sara Mynott (University of Exeter)
 - Presentation TBC
- Communications tools:
 - How to create phone video that looks and sounds professional (1 hour) – John Whyte-Venables (CIPR)
- Communications at sea:
 - Creating immersive expedition blogs with scrollytelling - Marie Heidenreich (Projekt Management Juelich)
 - The immersive Clockwork Ocean -Tanja Baschek (HZG)
 - The NICO-expedition: jumpstarting and maintaining Dutch ocean awareness - Kim Sauter (NIOZ)

Conference closes: 17:15

Social Event 1

Walking tour of Southampton and city reception at SeaCity Museum (included in conference fee)

END OF DAY ONE

Day Two – 5th December 2018

Conference opens: 09:00

Opening Session (Plenary)

- Vinicius Lindoso, IOC UNESCO - Decade of the Ocean,
- David Shukman, BBC Science Editor

Skills Building Session 1: (parallel sessions - 20 mins + 5 mins each for questions)

- Creative communications: Session cancelled
- Creative Communications:
 - CSI of the Sea: facilitated dissection events for the public - Charlotte Coales (Zoological Society of London)
- Communications Tools:
 - From bookmarks to a film: promotional tools of the EMODnet Data ingestion Portal - Kelle Moreau (RBINS)

Skills Building Session 2: (parallel sessions)

- Exhibitions (**3 x 15mins + 5 min each for questions**):
 - Future of our seas – learnings from co-designed community outreach - Ian Rowlands (Incredible Oceans)
 - Building scientific capacity and understanding of marine research in the community - Jo Myers (Commonwealth Scientific and Industrial Research Organisation-CSIRO)
- Changing Behaviour (**1 hour**):
 - Using behavioural insights to enhance public engagement and campaigning - Rob Moore (Behaviour Change)

Lunch and Exhibition and Poster Session

Science Meets Art: MY WORLD by Zella Compton and Tom Guyer retells the story of St George and the Dragon from the perspective of sea creatures making sacrifices to a monster. The show is performed by Mayflower Youth Theatre.

Skills Building Session 3: (parallel sessions - 3 x 15 min + 5min each for questions)

- 'A year of':
 - #yearofthenorthsea2018 –Sofie Vandendriessche (ILVO)
 - The relevance of Marine Science in Portuguese Journalism – *Aurora Ribeiro* (ESECS, Instituto Politécnico de Leiria)
 - Science year 2016*17 Seas and oceans in Germany, Mission accomplished? –*Andreas Villwock* (GEOMAR)

- Communications Tools:
 - Using a synthesis report to support science, policy and public impact – Martin Ince (Martin Ince Communications Limited)
 - Aerosols - not only in spray - Tymon Zielinski (IO PAN)
 - Connecting marine science with everyday life, Delphine El-Khassawneh (NAUSICAA)

Skills Building Session 4: (parallel sessions - 20min + 5mins for questions)

- Collaborative Working:
 - From peers to public: Obstacles, benefits and impact of cross-methodological communication - Christian Lindemann (University of Bergen)
- Communications tools:
 - Making marine science matter to seafood consumers - Joanna Jones (Marine Stewardship Council)
- Communications tools:
 - Reaching consensus by following the MARINA Responsible Research and Innovation Roadmap - Elisa Atger, XPRO Consulting Limited

Plenary session and conference close

- Ceòl Na Mara The Song of the Sea - Mary Morrison, Comann Eachdraidh Uibhist A Tuath, (North Uist Historical Society)
- Wellbeing - Corrine Thomas and Jeanette Pratt (Fresh Air Fridays)

Conference Closes 17:00

Social Event 2

A 'Pint of Science' at Brewhouse & Kitchen, Southampton 19:00 (Additional fee of £70 - includes entertainment, food and drink)

END OF DAY TWO