

COMMUNICATION SKILLS WORKSHOP

Date: 29-30 January 2010

Location: The Environmental Agency of the Republic of Slovenia, Ljubljana, Slovenia

Number of participants: 15 to 20

Deadline for pre-registration: 15 January 2010

Organizers: the European Meteorological Society and the Environmental Agency of the Republic of Slovenia

Workshop language: English

AGENDA:

- Presentation of the workshop contents and its objectives
- Science communication; why scientists should get involved with the media
- Different media - different requirements
- Networking (existing networks on climate change communication)
- The EMS Media team recommendations on climate communication
- Non - verbal communication
- The use of voice
- Short radio interviews
- Filming short TV statements
- The analysis of short statements
- General press conference guidelines and their implementation
- Simulation of the press conferences with short TV statements
- Analysis of team cooperation at the press conferences
- Interviews in front of the camera and their individual analyses

PARTICIPANTS:

We expect climatologists who are occasionally interacting with the media, therefore such an intensive training on basic of science communication could serve to improve their performance in the media.

Pre-registration is mandatory. There is no registration fee, but participants are expected to cover their own travel and accommodation costs.

MEDIA TRAINING SPECIALISTS:

- **Tanja Cegnar** - Meteorologist, climate change expert, team leader
- **Viljem Grdadolnik** - EPR partner, communication expert, consultant
- **Prof. Damijan Mumel** - University of Maribor, Faculty of Economic and Business Maribor
- **Boštjan Vrhovec** - TV and film director, analyst and lecturer
- **Damijan Nacevski** - EPR director, analyst and consultant
- **Vito Avguštin** - Editor and commentator of Dnevnik newspaper, longstanding editor of the radio program Val 202, analyst
- **Irena Mraz** - EPR, project chairman, journalist
- **Anja Kovač** - EPR, project organizer