

Science Communication Fridays

October 24th, 2025

November 14th and 28th 2025

CFZ – Cultural Flow Zone, Tesa 2

Deadline registration: September 30th, 2025

Science communication is not simply talking about science. In this series of interactive, practice-oriented workshops you will develop and refine essential communication skills for effectively sharing research across disciplines, platforms, and audiences. By the end of the series, you will be equipped to present your research with greater clarity, creativity, and strategic awareness, making their work more visible, relatable, and impactful.

Why Should you attend

In a diverse environment you will learn how to strategically plan and tailor your communication using key public engagement principles and AI-based tools. Attendees will gain hands-on experience in public speaking and storytelling for both academic and public audiences, and they will explore real-world examples of science communication to identify what makes research resonate with diverse communities to build awareness of inclusive, accessible, and audience-centered communication strategies.

PROGRAMME

October 24th

9:00 – 9:30: Welcome coffee and registration

9:30 – 13:30: **Make it stick: how to share science with impact - Chiara Di Benedetto**

Knowledge becomes powerful when it's shared. This interactive session introduces key principles of public engagement, highlights the importance of communicating research across all disciplines, and presents inspiring real-world examples. A seminar aimed at reflecting on today's knowledge society and identifying effective processes for communicating research, bridging the gap between science and society.

13:30 – 14:30: Light lunch

November 14th

9:00 – 9:30: Welcome coffee and registration

9:30 – 13:30: **Strategic Communication with AI - Mirko Bischofberger**

This session explores the potential of AI tools to design, optimize, and test communication strategies. Participants will learn to prioritize and align strategic goals while adapting messages, language, and storytelling for diverse audiences. Perfect for those aiming to integrate AI into their communication strategies, this session offers practical skills to enhance a strategic approach in today's evolving landscape.

13:30 – 14:30: Light lunch

November 28th

9:00 – 9:30: Welcome coffee and registration

9:30 – 13:00; 14:00 – 18:00: **Emotional Storytelling: Bringing Complex Ideas to Life - Andrea Brunello**

Are you studying something fascinating, but your family still doesn't quite get what it's about? Do you wish you could talk about your work without your audience staring at you like you are a panda in the zoo? Then this full-day workshop is for you. Together, we'll explore how to truly connect with your audience, how to discuss complex topics without oversimplifying them, and how to build trust and spark emotion, all while having fun in the process. This is no ordinary class. It's a practical, hands-on journey: we'll blend theory and examples with real exercises to help you rediscover the storytelling animal within.

13:00 – 14:00: Light lunch

Language: English

Number of participants: Each session will accommodate a maximum of 20 participants.

How to Apply: The programme is open to:

- Allievi of the Italian Advanced Schools;
- PhD candidates and early-career researchers at Ca' Foscari University of Venice.

Participants can register for individual sessions according to their interests and needs. Priority will be given to college students from Venice and the ASSI network, with a maximum of 10

participants for this category. To apply, complete and submit this online form (a motivation letter is required): <https://forms.gle/gyrvDgZkxgKToLZT8>



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Expected learning outcomes

Participants will learn:

- to strategically plan and tailor communication using key public engagement principles and AI-based tools.
- public speaking and storytelling skills for both academic and public audiences.
- to identify what makes research resonate with diverse communities through real-world examples of science communication.

Teaching methods: Hands-on workshops

Coordinators:

prof. Fabiana Zollo, Dept. of Environmental Sciences, Informatics and Statistics & NICHE

Enrico Costa, ECHO - Science Communication Hub

Instructors

Chiara Di Benedetto is a science communication expert with extensive experience in designing outreach strategies and public engagement initiatives for research institutions and organizations. Her work focuses on translating complex scientific knowledge into accessible narratives, often integrating artistic and narrative tools. She has collaborated with institutions such as INAF – National Institute for Astrophysics, the UN Capital Development Fund, and several universities and public research bodies. Chiara teaches communication in academic programs at the University of Padua and the University of Milan, and she regularly leads training

for researchers and organizations. She is a member of the scientific board of ENGAGE, a national workshop for science communicators, and has been President of the jury for the Piccolo Galileo Prize since 2022. In 2023, she co-founded Studio Bleu, an agency specializing in science communication and public engagement.

Mirko Bischofberger is a lecturer and expert in Science Communication at EPFL, ETH Zurich and the University of Zurich. He studied molecular biology and bioinformatics at ETH Zurich and holds a PhD from EPFL. After working for the Neue Zürcher Zeitung and the Swiss Parliament, he continued to work for the SNSF and EPFL. Mirko is a leading force behind innovative projects such as Switzerland's first crowdfunding channel for science, the introduction of social media classes for professors, The Galactic Chloé Show, the use of Wikipedia for science communication, as well as AI for Science Communication.

Andrea Brunello is a playwright, director, actor and podcaster. He has a Ph.D. in Physics and works at the boundary between theatre and science, creating original works that have been performed all over Europe and beyond. He runs Arditodesìo a theatre company devoted to increasing scientific literacy and directs the Theatre of Wonder Festival in Trento (Italy). Andrea teaches science communication by means of theatre and storytelling at the Master in Communication of Science and Innovation and at the Physics Department of the University of Trento (Italy) and at the Physics and Astronomy Department of the University of Bologna. Andrea is member of the scientific committee of "Theatre about Science - International Conference" (Coimbra, Portugal) and of the board of directors of EUSEA - the European Science Engagement Association.