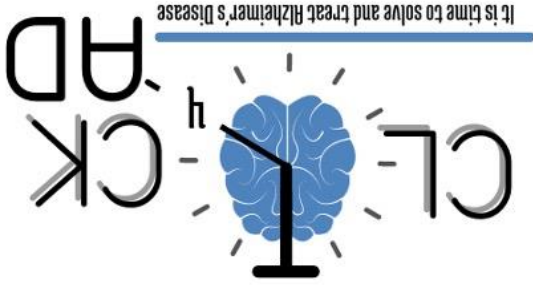


TClock4AD **NT-3** **Summer School on** **public engagement** **and dissemination**



Venue

Istituto di Ricerche Farmacologiche Mario
 Negri
 Via Mario Negri 2,
 Milano, Italy

Organizing Committee

Diego Albani
 Lorna Piazzi



NT-3

Residential Workshop

This 2-day Summer School is intended to train DCS in tools to engage the wider community (from professionals to the public), including social media contents, YouTube videoclips, open day events, TV interviews and newspaper articles and make them active player in TClock4AD dissemination. This will be organized by IRFMN and supported by IMDEA. Clust-ER will provide an interactive and updated vision of modern communication techniques in the pharma sector. Experts from FAI and Shels will deliver relevant "dementia-friendly" on dissemination and women's role in science/innovation and tools for a healthy work environment free from gender and unconscious bias, respectively.

Scientific Committee Diego Albani Maria Laura Bolognesi



ALMA MATER STUDIORUM
 UNIVERSITÀ DI BOLOGNA



TClock4AD NT-3 Summer School

Tuesday, September 24

12.30 – 13.30 *Lunch on site*

14.00 – 14.15 Welcome speech:
Maria Laura Bolognesi - TClock4AD Coordinator
Gianluigi Forloni - Department Head of Neurosciences at IRFMN
14.15 – 16.15 **Ivano Eberini** (Università degli Studi di Milano Statale) Training on social media and public communication

16.15 – 16.45 *Coffee Break*



16.45 – 18.30 **Ivano Eberini**
Training on social media and public communication workshop

18.30 – 19.15 Preparatory session for the Mid-term meeting chaired by the TClock4AD Coordinator

20.00 – 21.00 *Get together Dinner @ IRFMN*



Wednesday, September 25

9.30 – 9.50 DCs meeting and election guided by the Project Manager

9.50 – 10.30 **Daniela Abbatantuono** (IRFMN)
Training on fundraising communication

10.30 – 11.00 *Coffee Break*

11.00 – 11.40 **Cindy Birck** (Alzheimer Europe) "The role of public engagement and dissemination in the AD context" (30 min talk + 10 QA)

11.40 – 12.30 **Cristina Brioschi** (FAI)
"The involvement of people with dementia in research: dementia-friendly recommendations" (40 min talk + 10 QA)

12.30 – 13.30 *Lunch on site*

13.30 – 15.30 **Letizia Gabaglio** (Galileo Servizi Editoriali) Training on mass media and public communication: "Scientific journalism: how does it work?"



15.30 – 16.00 *Coffee Break*

16.00 – 17.00 **Federica La Russa** (SHEIS) "Women's role in science/innovation and tools for an effective communication free from gender and unconscious bias" (50 min talk + 10 QA)

17.00 – 18.00 **Nicole Ticchi** (CLUSTER) "Modern communication techniques in the pharma sector" (50 min talk + 10 QA)

18.00-18.10 **Diego Albani and Maria Laura Bolognesi** *Concluding remarks*

20.00 *Social Dinner @ Nabucco Restaurant*

