



## DETAILED PROGRAMME

### **Day 1: Introduction to outreach activities**

*Trainers:* Nathalie Caplet (science communication SIRIC BRIO, freelance Bordeaux, France) and Lewis Dartnell (University of Westminster, London, UK)

Morning: theory and presentations

- > What does outreach mean?
- > What are the potential partners?
- > How to evaluate an outreach programme?
- > How to design an outreach project?

Afternoon: workshop

- > Each participant will design an outreach activity for his/her own project
  - Pick a subject
  - Choose the targeted audience
  - Design the activity

### **Day 2: Sharpen your oral and written skills for communicating toward general audience**

*Trainers:* Lewis Dartnell (University of Westminster, London, UK) Nathalie Caplet (science communication SIRIC BRIO, freelance Bordeaux, France) and Sébastien Cursan (Cap Sciences);

Morning: theory and presentations Lewis Dartnell (University of Westminster, London, UK) Nathalie Caplet (science communication SIRIC BRIO, freelance Bordeaux, France)

- > Written skills: writing techniques to be understood by multiple audiences
- > Oral skills: speaking about your science to peers, policymaker and general audiences
- > Using multimedia to engage non-scientist audiences

Afternoon: workshop (Nathalie Caplet (science communication SIRIC BRIO, freelance Bordeaux, France) and Sébastien Cursan (Cap Sciences);

- > Design, production and evaluation of a 1-minute video

### **Day 3: Get the most out of peer-to-peer communication (web and social networks)**

*Trainers:* Laurence Honnorat (Innovaxiom); Inge Loes ten Kate (Utrecht University)

Morning: theory and presentations (Laurence Honnorat (Innovaxiom);

- > How to communicate on the web and social networks? Challenges and opportunities

Afternoon: workshop Laurence Honnorat (Innovaxiom); Inge Loes ten Kate (Utrecht University)

> Professional use of Twitter - Facebook - LinkedIn - YouTube - Google+ - Instagram - Pinterest

## **Day 4 - 5: Design and production of a board game as an educational resource for young audiences**

### **Day 4**

*Trainers:* Olivier Mauco (Game designer and Professor Sciences Po Paris), Vincent Jouanneau (Game developer, Cap Sciences)

Full day: Introduction to gamification + design of game concepts

- Introduction to board game design
- Definition the game settings (target, length, objectives, etc.)
- Brainstorming session
- Designing game concepts
- Making the #1 prototype
- Presentation of the concepts and selection for production

### **Day 5**

*Trainers:* Olivier Mauco (Game designer and Professor Sciences Po Paris), Vincent Jouanneau (Game developer, Cap Sciences), Clément Pasquet (Fablab manager, Cap Sciences) and a graphic designer (Cap Sciences)

Full day: Production of the prototype in Cap Sciences' Fablab

- Adaptation and improvement of the game concept
- Making the #2 prototype (1 hour)
- Beta testing of the game
- Production of the game
- Closing up of the workshop
- Presentation to the audience