



## **3U Innovediate Programme details**

### **30th May - 2nd June 2016**

This is a highly participative, residential 4-day intensive programme which will provide participants with effective skills and techniques to negotiate a wide variety of media outlets and that will help them become effective communicators of their research and interests.

### **Registration/Pre-Programme Preparation**

Participants are required to prepare a lay or popular summary (300 words) of their research work in a style that a friend or family member with no connection to scientific research can understand. Participants will be asked to choose one visual aid to help explain the idea.

### **Day One – Maynooth University**

- **9:30 – 9:45 am** - Welcome by President MU & Director of 3U Partnership
- **9:45 – 11:00 am** – Introduction to Programme and Writing Skills – Led by Dr Alison Farrell (MU) and Dr Pdraig Murphy (DCU)
  - Know your audience
  - Know your purpose
  - Genre/style/medium
  - Collaborative writing
- **11:00 am – 11:20 am** – Tea/Coffee break
- **11:20 am – 1:00 pm** – Introduction to Programme and Writing Skills continued – Led by Dr Alison Farrell (MU) and Dr Pdraig Murphy (DCU)
- **1:00 pm – 2:00 pm** – Lunch - Sandwiches/Fresh Fruit/Coffee/Tea/Water
- **2:00 pm – 4:00 pm** – Communicating Risk – responding to risk and wicked problems – Professor Emeritis Martin Downes (Maynooth University)

**Evening:** Visit to Science Gallery (TBC, circa 6pm) and Dinner in Dublin City Centre (circa 8pm)

**Bus departs Maynooth University at: 4:15 pm; returns to Maynooth University at 11:00pm**

## Day Two – Maynooth University

- **9:30 am – 11:00 am** - Getting the Message Out – Led by Dr Declan Fahy (DCU)
  - Writing for media – includes in-session practical assignments
  - Media hooks
- **11:00 am – 11:20 am** – Tea/Coffee break
- **11:20 am – 1:00 pm** – Getting the Message Out – Continued & Feedback – Led by Dr Declan Fahy (DCU)
- **1:00 pm – 2:00 pm** – Lunch – Sandwiches/Fresh Fruit/Coffee/Tea/Water
- **2:00 pm – 4:00 pm** - Maximizing your Communications Impact
  - Part 1: Making Altmetrics Work for You – led by Mr Ciarán Quinn (Library, Maynooth University), Ms Lisa Callaghan (Library DCU) and Grainne McCabe (Library RCSI)
  - Part 2: Open Access – led by Ms Siobhan Dunne (Library, DCU)

**Evening: Local Social Event/Dinner in Maynooth Town**

## Day Three – Maynooth University

- **9:30 am – 11:00 am** - Communication Leadership and Strategy – Led by Dr Pádraig Murphy (DCU)
  - Inter-professionalism and leadership in communicating your research – Professor Teresa Pawlikowski (RCSI)
  - From deficit to dialogue – Dr Pádraig Murphy (DCU)
- **11:00 am – 11:20 am** – Tea/Coffee break
- **11:20 am – 1:00 pm** – Ethics, Integrity and Responsible Research and Innovation – Led by Dr Pádraig Murphy (DCU)
- **1:00 pm – 2:00 pm** – Lunch – Sandwiches/Fresh Fruit/Coffee/Tea/Water
- **2:00 pm – 4:00 pm** - Scientists in Social Media - Ms Marie Boran
  - Preparation of mock social media campaign – Includes practical in-session assignments
  - Feedback

**Evening – Local Social Event/Dinner in Maynooth Town**

## Day Four – DCU

### Bus departing from Maynooth University to DCU at 8:30 am

- **9:30 am – 1:00 pm** - Handling the Media – Interview techniques – Led by Dr Declan Fahy and Dr Pdraig Murphy (DCU) with Facilitation by Ms Cathy Moore (DCU)
  - Radio
  - TV
- **11:00 am – 11:30 am** – Tea/Coffee break
- **11:30 am – 1:00 pm** - Handling the Media – An Insider View – Mr Gavin Jennings RTE
- **1:00 pm – 2:00 pm** – Lunch – Sandwiches/Fresh Fruit/Coffee/Tea/Water
- **2:00 pm – 3:15 pm** - Feedback on Day 4 Morning Interviews

### Bus departing from DCU to RCSI at 3:30 pm sharp (to arrive at RCSI by 4:15 pm)

- **4:30 pm** – Guest Lecture Dr Ben Goldacre – Public Event – O’Flannagan Lecture Theatre, RCSI 123 SSG
- **Introduction and welcome by CEO of RCSI;** Invites to 3U Partnership Board and other dignitaries)
- **Reception** - in RCSI

**Transport back to Maynooth University will be organised if required.**

**Webpage:** <http://3u.ie/3u-innovediate/>

**3U Partners**

