

OceanTeacher Global Academy (OTGA)

Training Course: Ocean Science Communication Tools
8 December 2016, Ostend (Belgium)

Overview

In the context of ocean governance and marine resource management bolstering understanding of ocean science and its possible applications for society at large is the most effective way to trigger concrete actions in favor of a healthier, sustainable ocean. The need for effective ocean science communication is greater than ever given the present day competition for funding resources and involvement from the general public. This will be a hands-on course that looks at techniques and technologies, with a specific focus on digital storytelling and the use of social media, which people working in ocean science can use to develop and implement communication and outreach programs.

Topics Covered

- Ocean Science Communication
 - General introduction
 - Tools and methods
- Science Communication and storytelling
 - Storytelling techniques
 - Digital tools
 - Sharing information and engaging others through social media platforms
 - Capturing and sharing digital images and video footage
- Hands-on session

Learning Outcomes

- Improved skills in developing narratives for ocean science communication
- Improved skills in the use of online tools and social networks for science communication
- Increased knowledge of digital photography and video techniques

Target Audience

- Marine scientists and students
- Science Communication Officers of universities, marine science centers, aquaria and zoos, NGOs

NOTE: Applications from women are encouraged.

Course Pre-requisites:

- Working knowledge of English

A Certificate of Participation will be issued to all successful students.

Course date:
8 December 2016

Duration: 1 working day
(~ 6 hours classroom sessions, plus
online pre-course assignments)

Course Venue:
InnovOcean
Ostend, Belgium

Lecturers:
Lisa Tossey, Francesca Santoro

Application process:
Send your application form to:
training@commocean.org

Deadline for Applications:
20 September 2016

All information available at:
www.commocean.org

In case of questions contact:

IOC Ocean Literacy Programme
Specialist: Francesca Santoro
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Useful sites:

- www.iode.org
- www.oceanteacher.org
- www.commocean.org