

CommOCEAN 2024 draft programme

26-27 November 2024 - Málaga, Spain

Day -1 (25 November)

Icebreaker evening event

Day 1 (26 November)

08:00 – 09:00	Arrival by participants
09:00 – 10:00	Welcome and opening addresses
10:00 – 11:00	Session 1 - Learning from disasters to avoid a disaster: How to deal with unexpected media attention?
11:00 – 11:45	Coffee break & exhibition
11:45 – 12:45	Session 2 - How to ensure engagement in your Citizen Science project
12:45 – 13:45	Session 3 - Integrating communication in fieldwork
13:45 – 15:00	Lunch & exhibition
15:00 – 16:00	Session 4 - Title to be confirmed (in collaboration with IUCN)
16:00 – 16:30	Close day 1 <ul style="list-style-type: none"> Key note: 10 Ways to Succeed on Social Media When Reach is Declining – <i>Joanne Sweeney, CEO, Digital Training Institute (tbc)</i> New data shows that reach and engagement on social media is declining. This spells bad news for the science community. However, what if there were proven ways to be a social media outlier? Social media author, practitioner and trainer, Joanne Sweeney from Digital Training Institute has studied hundreds of public sector accounts and has 10 proven steps for social media success. This session is practical, actionable and will inspire you to improve your science comms online. Each recommended social media tactic is accompanied by a case study of Joanne’s work.
XX:XX – XX:XX	Conference diner

Day 2 (27 November)

08:00 - 09:00	<i>Arrival by participants</i>
09:00 – 10:00	Session 5 - Title to be confirmed (in collaboration with IOC/UNESCO)
10:00 – 11:00	Session 6 - How to engage younger audiences with the help from ECOPs and what they need
11:00 – 11:30	<i>Coffee break & exhibition</i>
11:30 – 12:30	Session 7 - How to write an engaging script for an animation
12:30 – 13:30	Session 8 - What makes you better in communicating science?
13:30 – 15:00	<i>Lunch & exhibition</i>
15:00 – 16:00	Session 9 - Evaluation of engagement and communication
16:00 – 16:30	Close day 2 <ul style="list-style-type: none"> • Award ceremony for best digital entry and 1-min pitch presentation • Key note: "AI's Role in Expanding the Frontiers of Science Communication" - <i>Nicola Balić, Head of Growth, Daytona</i> Artificial intelligence (AI) is revolutionizing how content is created and communicated. In this session, we will explore the incredible potential of AI in producing captivating and easily understandable content across different formats, cultures, and audiences. We will discuss how AI can simplify scientific language, enhance data visualization, and elevate storytelling. Participants will also learn about the challenges associated with AI, including biases, ethical considerations, and the risk of spreading misinformation. We will provide best practices for using AI responsibly in science communication to ensure accurate and effective messaging.