

Conference Organizers

Kinza Khan
Akademie für Politische Bildung

Bernhard Goodwin
Executive Director Munich Science Communication Lab
Ludwig-Maximilians-University Munich

Michael John Gorman
Director BIOTOPIA Naturkundemuseum Bayern and Chair Life Sciences in Society
Ludwig-Maximilians-University Munich

Ophelia Derooy
Chair for Philosophy of Mind and Neuroscience
Ludwig-Maximilians-University Munich

Registration

Iryna Bielefeld
Tel.: +49 8158 256-53
Fax: +49 8158 256-66 53
i.bielefeld@apb-tutzing.de

Please register for the conference before **5 June 2023** by using this link.

Cancellation Policies

If you are registered, but cannot take part for some reason, please notify Iryna Bielefeld by 7 June 2023 (at the latest). Cancellation is free of charge up to eight days prior to the opening of our conference. From day seven to day five we charge you 50 percent of the conference fee. The cancellation fee rises to 75 percent from day four to day three. On day one and two before the opening of our conference we charge you the entire conference fee in case of cancellation or no-show.

Conference Fee

Including room and board 100 €
(Reduced Fee 70 €).
Including meals but without room 50 €
(Reduced Fee: 40 €).

We kindly ask you to pay the conference registration fee in cash in Euros or via a German debit card at the reception upon your arrival at the Academy. Please note we have no facilities for processing credit card payments.

Meals

We cook vegetarian food in our house. You can also order non-vegetarian food when you register.
Please let us know in advance if you have any food intolerances or allergies. We are happy to prepare a meal for you for an additional 10 € per conference taking into account your intolerances or allergies.

ROAD CONSTRUCTION MEASURES

The through road in Tutzing is currently under construction. This may cause delays in arrival and departure. Bus and taxi services between the academy and the train station are also affected. Please consider this when planning your trip.

HOW TO FIND US

Tutzing is located approximately 35 km southwest of Munich on Lake Starnberg (Starnberger See).

From Munich Central Station (Hauptbahnhof): Take the urban railway S-6 (S-Bahn) or the regional train (RB) to Tutzing. At the train station in Tutzing, take the Bus 958/978 to "Klenzestraße". You will also find cabs at the front entrance of Tutzing train station. Please note our special offers for conference tickets through the Deutsche Bahn (DB) found on our Website, see contact "how to find us".

From the airport take the urban railway S-1 or S-8 to Munich Central Station and follow the instructions above.

You can also reach the Academy by foot from Tutzing train station. It takes you 20 to 30 minutes.

To reach the Academy by car, take freeway A95 from Munich via A952 to Starnberg and continue on the federal highway until you pass the town of Traubing, then take a left. At the end of the road turn right to Tutzing. The Academy is on your left shortly after passing the town sign Tutzing.

Our guests are invited to use the charging points of the Academy for E-vehicles (cars, scooters, bikes) free of charge.



TITELABB.: ISTOCK/KATERYNA KOVARZH

Akademie für Politische Bildung

Buchensee 1 · 82327 Tutzing
Tel.: +49 8158 256-0
www.apb-tutzing.de



AKADEMIE FÜR
POLITISCHE BILDUNG
TUTZING

International Academy

Between Storytelling and Conversation

The Future of Science Communication



15 – 17 June 2023



INVITATION

Science communication is experiencing a significant period of change. Discussions surrounding the COVID-19 pandemic have exposed the limitations of traditional, top-down approaches to science communication and catalyzed discussions about trust in scientific institutions. This symposium will explore these issues and the moral and epistemic challenges associated with persuasive strategies employed by scientists.

The symposium will feature leading practitioners and scholars in science storytelling, including journalists, science influencers, and science communication researchers. Our program includes some of the prominent minds in the field. With the symposium, we aim to exchange ideas, deepen cooperation, identify emerging issues, exchange best practices for science communication training for scientists, and develop open-access publications.

Kinza Khan

Akademie für Politische Bildung

Bernhard Goodwin

Executive Director Munich Science

Communication Lab

Ludwig-Maximilians-University Munich

Michael John Gorman

Director BIOTOPIA Naturkundemuseum

Bayern and Chair Life Sciences in Society

Ludwig-Maximilians-University Munich

Ophelia Deroy

Chair for Philosophy of Mind and Neuroscience

Ludwig-Maximilians-University Munich

THURSDAY, 15 JUNE 2023

5.00 pm **Optional transfer by public transport from Munich to Tutzing**

6.30 pm **Dinner**

8.00 pm **Welcome and get-together**
Michael John Gorman

FRIDAY, 16 JUNE 2023

8.00 am **Breakfast**

9.00 am **Brief welcome**
Bernhard Goodwin

Input 1:
Storytelling in Science Communication

9.30 am **How to convey science in an attention economy with a content-saturated public?**

How to communicate to multiple heterogeneous publics?

How to organize science communication in new media environments?

Dan Fagin

Journalist and Science Journalism

Professor at New York University (NYU)

Alexis Gambis

Filmmaker and Assistant Professor of

Biology, Film & New Media at NYU

Lars Guenther

Senior Research Associate in Journalism and

Mass Communication at the

Universität Hamburg

Constanze Rossmann

Chair of Communication studies at the

Institute of Communication and Media

Research at LMU

Moderated by *Ophelia Deroy*

11.00 am **Break-out groups:**
How to do/teach/research storytelling in science communication?

12.30 pm **Lunch**

2.00 pm **Talk about podcasts and misinformation**
Ellen Horne
Director of the Audio Reportage and Podcasting concentration in the Arthur L. Carter Journalism Institute at NYU

Input 2:
Science Communication as Part of Public Discourse

2.30 pm **How to provide relevant facts in political discussions and contribute to a highly polarized public discourse?**

How to motivate other systems (politics, business, education, ...) to act on scientific evidence while staying in the science system?

How to represent the interests of our academic institutions in a fast-evolving world with sometimes toxic power dynamics?

Ellen Horne

Rainer Bromme

Senior Professor of Educational Psychology at University of Münster

Imke Hoppe

Professor for Science Communication and Climate Education at LMU

Julia Serong

Research Director Munich Science Communication Lab

Matthias Garschagen

Chair in Human Geography at LMU

Moderated by *Bernhard Goodwin*

3.45 pm **Coffee Break**

4.00 pm **Break-out groups:**
How to do/teach/research science communication as part of public discourse?

6.30 pm **Dinner**

8.00 pm **Plenum moderated by Michael John Gorman with some of the speakers, reflecting the conversations in the breakout groups and with closing remarks by Ophelia Deroy**

SATURDAY, 17 JUNE 2023

8.00 am **Breakfast and end of the conference**
Optional hike