



# DELIVERY OF ANTISENSE RNA THERAPEUTICS

COST CA17103

## **DARTER Online Training School “Communicating Research to Stakeholders”**

### **A Training school of the COST Action CA 17103: Delivery of Antisense RNA Therapeutics**

Duration: one week

Time: from 9:30 to 16:30 (GMT+1)

Location: online

When: 4-8 April 2022

As researchers, we are all confronted, sooner or later, with the need to communicate our research, would that be to explain your PhD to your grandmother (“You do not really understand something unless you can explain it to your grandmother.” Albert Einstein), to convince funding bodies to finance your project, to communicate scientific and clinical advances to patients and patients' associations, to disseminate science to a lay public, to give a press report of your recent paper or to advise policy makers on evidence-based decisions. This training school will discuss these needs, highlight basic concepts in Science Communication and train you on different ways of communicating your Research, depending on your personal attitudes and on the people you communicate to.

### **General Objectives**

This Training School aims to provide researchers with the fundamental concepts they need to communicate their research.

In particular, trainees will be made aware of why knowing how to communicate their research is critical. They will explore with experts in communication the different ways they can use to communicate their research. Examples of communication strategies will be presented. Trainees will be confronted with the different stakeholders to whom they might need to communicate their research.

### **Main Learning Outcomes**

At the end of the week-long online training school, participants will be able to:

Understand differences when communicating in different contexts and to different stakeholders; Use different means and strategies to effectively communicate their research; Draft a communication plan.

### **Teaching and Learning Methods**



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Teaching and learning methods are primarily based on applied lectures, testimonials and real case studies from communicators, researchers, patients' representatives, policy makers, international business and project managers. They combine lectures, testimonials, discussions, group work, hands-on activities and games.

**Organizers:** Michela A. Denti (University of Trento, Italy) and Elisa Giorgio (University of Pavia, Italy), Milena Bigatto (Hub Innovazione Trentino Fondazione, Trento, Italy), Davide Ederle (Hub Innovazione Trentino Fondazione, Trento, Italy)

## Important Information

### Registration

Please register here:

<https://tinyurl.com/24d98wes>

Registration closes on **March 27th 2022**.

As there is a limit of 50 participants, organisers will shortlist applicants based on the details given in the registration form.

Participants will be informed on their admittance via email by March 29th 2022.

### Certificate of attendance

The certificate of attendance will be sent by email at the end of the meeting.

COST Action CA17103

Action Title: Delivery of Antisense RNA Therapeutics

## Training School:

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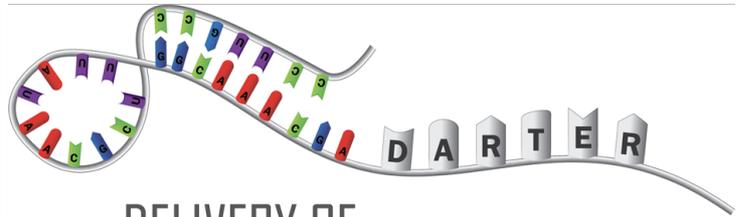


**UNIVERSITÀ  
DI TRENTO**

Department of Cellular, Computational and Integrative Biology - CIBIO  
Doctoral Programme in Biomolecular Sciences



HUBINNOVAZIONETRENTINO



## DELIVERY OF ANTISENSE RNA THERAPEUTICS

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## Communicating Research to Stakeholders

### Draft programme

Online,  
4-8 April 2022

Duration: 1 week

### Organizers

Michela A. Denti (University of Trento, Trento, Italy)

Elisa Giorgio (University of Pavia, Pavia, Italy)

Milena Bigatto (Hub Innovazione Trentino Fondazione, Trento, Italy)

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Training school **“Communicating Research to Stakeholders”**  
4-8 April 2022. Online

## Topics

### 1. How to communicate your Research?

Purpose of this session:

- Outline basic principles of communication.
- Explain different types of communication modalities.
- Learn different ways of communicating your research: storytelling, socials, visual thinking.
- Understand research integrity and ethical implications of communicating your research.
- Reflect on the reasons why researchers (should) communicate their research.

### 2. Communicating your research to policy makers and financing public bodies

Purpose of this session:

- Understand Public Engagement in Research (PER).
- Train on different approaches to PER: collaboration, co-creation, dissemination.
- Understand and train on how to write communication plans for (European) Research Projects.

### 3. Communicating your research to business stakeholder

Purpose of this session:

- Understand the (societal and financial) value of your research.
- Understand peculiarities of communication to investors.
- Train on ways to communicate to investors.
- Reflecting (internal) conflicts of communication to patients and communication to investors/financing bodies.

### 4. Communicating your research to patients and to lay persons

Purpose of this session:

- Understand peculiarities of communication to patients and to lay persons.
- Train on ways to communicate to patients and to lay persons.

Reflect on lessons learned during the training school.



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Training school “**Communicating Research to Stakeholders**”  
4-8 April 2022. Online

## Schedule (tentative)

\*Lecture = theoretical online presentation.

\* Workshop = hands-on training in supervised small groups in breakout rooms, followed by final closing remarks.

### Monday, April 4th 2022 - Communication skills for dummies

Chair: Michela Denti

9.30 – 10.00 Welcome, outline of school and brief round of introduction (Michela Denti)

10.00 – 12.30 Science storytelling: theory and practice. [Andrea Brunello](#). Lecture and workshop.

12.30 – 13.30 Lunch break

13.30 - 16.30 Science storytelling: theory and practice. [Andrea Brunello](#). Lecture and workshop.

### Tuesday, April 5th 2022 - Communication skills: Taking a Step Forward

Chair: [Milena Bigatto](#)

9.30 – 12.30 Connecting with people from diverse backgrounds. **Davide Ederle**. Lecture and workshop.

12.30 – 13.30 Lunch break

13.30 – 16.30 Communicating Research in the Digital Age. [Cristina Rigutto](#). Lecture and workshop.



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## Wednesday, April 6th 2022 - Public engagement & Research integrity

Chair: Michela Denti

9.30 – 12.30 Communication and Public Engagement with Research. (Speaker to be communicated). Lecture, workshop and closing remarks.

12.30 – 13.30 Lunch break

13.30 – 16.30 Why care about integrity in communicating research? A legal and ethical perspective. [Elisabetta Pulice](#). Lecture, workshop and closing remarks.

## Thursday, April 7th 2022 - From research to business

Chair Milena Bigatto & Davide Ederle ([HIT: Hub Innovazione Trentino](#)).

9.30 -12.30 From research to business - **Davide Ederle**. Lecture and workshop.

12.30 – 13.30 Lunch break

13.30 – 15.30 Value proposition: a strategic storytelling to make an enduring impact.  
**Arianna Conci** (HIT). Lecture and workshop.

15.30 – 16.30 From the lab to start-up: the hurdles in communication. **Rosario Maria Sanchez** Testimonial.

## Friday, April 8th 2022 - Communicating to Patients and to the Lay public.

Chair: Elisa Giorgio

9.30 – 12.30 Communicating research to patients and patient associations. Lecture and workshop. **Zandre Bruwer**

12.30 – 13.30 Lunch break

13.30 – 16.00 How to communicate to and with journalists (speaker to be communicated).

16.00 – 16.30 Wrap-up and lessons learned. (**Michela Denti**)