

# ICES TCCOM REPORT 2012

## Report of the ICES Training Course: Communicating Science and Advice (TCCOM)

18–19 June 2012



**ICES**

International Council for  
the Exploration of the Sea

**CIEM**

Conseil International pour  
l'Exploration de la Mer

**International Council for the Exploration of the Sea  
Conseil International pour l'Exploration de la Mer**

H. C. Andersens Boulevard 44-46  
DK-1553 Copenhagen V  
Denmark  
Telephone (+45) 33 38 67 00  
Telefax (+45) 33 93 42 15  
[www.ices.dk](http://www.ices.dk)  
[info@ices.dk](mailto:info@ices.dk)

Recommended format for purposes of citation:

ICES. 2012. Report of the ICES Training Course: Communicating Science and Advice  
18-19 June 2012, 12 pp.

The document is an ICES Training course report

## Contents

---

1	Summary .....	1
2	Recommendations .....	2
3	Course description.....	2
4	Course programme and instructors .....	2
	Annex 1: List of participants.....	4
	Annex 2: Detailed course programme .....	10



Participants at the course “Communicating Science and Advice” Training Course 18–19 June 2012 at ICES Headquarters in Copenhagen. From left: Celine Byrne, Elena Masferrer Dodas, Terhi Minkkinen, Raquel Vaquer-Sunyer, Hannah Carr, Amy Ridgeway, Angela M Caballero Alfonso, Christopher Kavanagh, Barbara Schoute, David Miller, Ian Russell, Lotte Worsøe Clausen, Matt Gubbins, Thomas Maes, Martin Aranda, Kelly Macleod, Neil Campbell, Marc Lanteigne. The course was given by Martin Pastoors, Centre for Marine Policy, Leeuwarden, the Netherlands (#1 from right) and Kristian Teleki, SeaWeb, London, UK (#2 from right).



## Report of the ICES Training Course “Communicating Science and Advice”,

18-19 June, 2012

by

Martin Pastoors and Kristian Teleki

### 1 Summary

---

The training course “Communicating Science and Advice” was conducted for the first time under the ICES Training Programme 18-19 June 2012 at ICES Headquarters in Copenhagen. Twenty-two students from 12 countries participated in the course (Annex 1). From the perspective of the instructors, the course was a success although some adjustments can improve the knowledge and skill transfer to the trainees (see 2 Recommendations)

Feedback from students was solicited using a course evaluation questionnaire. Results indicate that the amount of material covered was “average” to above “average”, degree of difficulty was “average” to “difficult”, course organization and the course description were “average” to “very good,” helpfulness of teaching staff, usefulness of course materials and clarity of presentation were “average” to “high.” Overall, the course content, organisation and quality of teaching were “good” to “very good” (Annex 2). Individual feedback from trainees to the question “Good features of this course/suggestions for improvement”:

- Perhaps a little longer time for practical exercises; follow-up with live camera sessions - however this may seem to mean an additional day for the course.
  - Good combination of theory and exercises. Could have had an extra day. The course lecturers were very encouraging and motivating.
  - Everything was a great and higher of my expectations. The only thing I found "questionable" is the time for lunch due to the displacement to the place where we can eat. It will be useful to have at least part of the material on paper so we can write notes on it and be more relax and focused on listening. But this is not something really relevant...just a detail.
  - Very good trainers, great facilities. The web access to documents was very useful. The hands on exercises were well chosen and to the point. The overall pace of the training was adequate. The 2 days were only sufficient to skim most of the key issues of communication. Great work
  - Good mix of presentations and hands-on practicals. Will happily recommend to colleagues.
  - Exercises could have been better if there was a clear audience / angle given to participants. Most presentations were lacking message as a result. Film presentations - wider range of presentation types? (posters, meetings with policy..)
  - Good to practice, enjoyable methods, nice crowd. A bit more personal/physical information would be good, making yourself comfortable on a stage, breathing, composure might be nice. After that, a video exercise would be an option (but so glad that didn't happen here ;-)
- Topic wise: what

if the message is not nice: zero catch advice etc. Maybe a 'bad news message' training and then a trained devils advocate/journalist to back it up?

- I think the course was top class! I really enjoyed it and felt I gained new skills and learned new communicating techniques. The instructors Martin Pastoors and Kristian Teleki did an excellent job of leading the course. They are clearly very effective communicators and they taught the course concepts with enthusiasm and clarity. It was a pleasure to learn from them. For the amount of time allotted I think the material covered was the right amount and the right type of content. The key concepts that I would have liked to learn were presented in this course. If the course were longer then it might be interesting to explore other communication topics (e.g. negotiation techniques, networking, giving a science government testimony).
- Good practical exercises that related well to working situations

## 2 Recommendations

---

- Include live camera sessions to practice and learn about habits during presentations
- Include session on "bad news messaging"; because this is often experienced in advisory situations.
- Shorter presentations and more practical exercises during the course to further enhance the engagement of students.

## 3 Course description

---

ICES is a network of marine scientists working on scientific challenges and providing management advice on marine management. Communicating the science and advice of ICES to a broad range of policy makers, stakeholders and media is a challenge to many of the scientists involved in ICES. This course aims to bring together experience from a practical scientific and advisory perspective with the experience from communication science and best practices. The objective is to equip the participants with a number of practical tools and techniques in order to be able to really communicate the results of scientific or advisory work.

The course is directed at scientists and advisors from the ICES network. Special attention will be given to the translation process to select key messages from the work that has been carried out.

## 4 Course programme and instructors

---

The programme was circulated to all participants prior to the course, and is available for download from the ICES Share Point Site.

The programme was designed with an about even split between lectures/discussions and tutorials. In summary form the programme was (details in Annex 3):

### **Programme**

- **Role of marine science and advice in society**
- **Preparing key messages**

- **Targetting specific audiences**
- **Presentation techniques**
- **Press releases**
- **Handling media**
- **How to give interviews**

**Instructors:**

Martin Pastoors  
Centre for Marine Policy  
P.O. Box 1528  
8901 BV Leeuwarden  
Netherlands  
Phone +31 317 487849  
Email: [martin.pastoors@wur.nl](mailto:martin.pastoors@wur.nl)  
LinkedIn: <http://nl.linkedin.com/in/martinpastoors>

Kristian Teleki  
SeaWeb  
32-36 Loman Street  
London SE1 0EH  
UK  
Phone: +44 207 922 7924  
Email: [kteleki@seaweb.org](mailto:kteleki@seaweb.org)  
LinkedIn: <http://uk.linkedin.com/in/kristianteleki>

## Annex 1: List of participants

Name	Address	Telephone/Fax	E-mail
Martin Pastoors <b>Instructor</b>	Centre for Marine Policy P.O. Box 1528 8901 BV Leeuwarden Netherlands	+31 317 487849	martin.pastoors@wur.nl
Kristian Teleki <b>Instructor</b>	SeaWeb 32-36 Loman Street London SE1 0EH UK	+44 207 922 7924	Email: kteleki@seaweb.org
Søren Anker Pedersen – <b>Coordinator for Training</b>	ICES H. C. Andersens Boulevard 44-46 1553 Copenhagen V Denmark	+45 33 38 67 00	sorenap@ices.dk
Barbara Schoute	ICES HC Andersens Boulevard 44-46, 1553 Copenhagen V, Denmark		barbara@ices.dk
Lotte Worsøe Clausen	Technical University of Denmark, National Institute of Aquatic Resources (DTU Aqua) Section of Population and Ecosystem Dynamics Charlottenlund Castle DK-2920 Charlottenlund Denmark	+45 21 36 28 04	law@aqua.dtu.dk
Angela M Caballero Alfonso	Lund University Dept. of Earth and Ecosystem Sciences Division of Geology Sölvegatan 12, S-223 62 Lund Sweden	+46 769097614	Angela.Caballero-Alfonso@geol.lu.se
Marc Lanteigne	Fisheries and Oceans Canada Science Branch, Aquatic Resources Division 343 Université Avenue PO Box 5030 Moncton, New Brunswick E1C 9B6 Canada	+1 506-851- 6212	marc.lanteigne@dfo-mpo.gc.ca
Elena Masferrer Dodas	Centre national de la recherche scientifique (CNRS) GEOTRACES International Project Office LEGOS-OMP 14, av. Edouard Belin, 31400 Toulouse cédex 9 France	+33 5 61 33 29 74	ipo@geotrases.org

<b>Name</b>	<b>Address</b>	<b>Telephone/Fax</b>	<b>E-mail</b>
Raquel Vaquer-Sunyer	Lund's University Department of Geology Sölvegatan 12 223 62 Lund Sweden	+34 656854680	raquel@imedea.uib-csic.es
Ian Russell	Fisheries Division Cefas, Lowestoft Laboratory, Pakefield Road, Lowestoft, Suffolk NR33 0HT, UK	+44 (0)1502 524330	ian.russell@cefass.co.uk
Neil Campbell	Northwest Atlantic Fisheries Organization Scientific Council NAFO, 2 Morris Drive, Dartmouth, Nova Scotia, B2Y 3Y9, Canada	+1 902 468 7542	NCampbell@nafo.int
David Miller	IMARES Fisheries Haringkade 1 1976 CP IJmuiden Netherlands	31317485369	david.miller@wur.nl
Martin Aranda	AZTI Tecnalia Marine Research Division Herrera kaia portualdea z/g 20110 Spain	+34 667174880	maranda@azti.es
Kelly Macleod	Joint Nature Conservation Committee Marine Advice Inverdee House, Baxter Street, Aberdeen AB11 9QA, UK	+44 (0) 1224 266584	Kelly.Macleod@jncc.gov.uk
Amy Ridgeway	Joint Nature Conservation Committee (JNCC) Marine Protected Areas JNCC Monkstone House City Road Peterborough PE1 1JY UK	01733 866841	amy.ridgeway@jncc.gov.uk
Hannah Carr	Joint Nature Conservation Committee (JNCC) Marine Protected Areas JNCC Monkstone house City Road Peterborough PE1 1JY UK	01733 866937	hannah.carr@jncc.gov.uk

Name	Address	Telephone/Fax	E-mail
Thomas Maes	Cefas Environment and Ecosystem Pakefield Road Lowestoft, Suffolk NR330HT UK	+44 (0)1502 524330	thomas.maes@cefas.co.uk
Christopher Kavanagh	International Atomic Energy Agency Nuclear Applications/Environment Laboratories International Atomic Energy Agency 4 Quai Prince Antoine 1er, MC 98000 Monaco	377 97 97 72 51	c.kavanagh@iaea.org
Matt Gubbins	Marine Scotland Science 375 Victoria Road, Aberdeen, AB11 9DB UK	+44 1224295616	matthew.gubbins@scotland.gsi.gov.uk
Marina Santurtun	AZTI-Tecnalia Marine Research Division Txatxarramendi ugartea z/g E-48395 Sukarrieta, Bizkaia(Spain)	+34 667 174 384	msanturtun@azti.es
Claus Ubl	German Fisheries Association Venusberg 36 20459 Hamburg Germany	+49 176 83210604	info@deutscher-fischerei-verband.de
Arantza Murillas	AZTI-Tecnalia Marine Research Division Txatxarramendi Ugartea, z/g 48395 Sukarrieta (Bizkaia) Spain	+34 667174395	amurillas@azti.es
Dafne Eerkes-Medrano	currently between positions. Recent graduate of Oregon State University Department of Zoology current address: 1 St Stephens Place, Cambridge UK, CB3 0JE	+44 7756255247	d.eerkes.medrano@gmail.com
Celine Byrne	ICES ICES Communications and Publications HC Andersens Boulevard 44-46 1553 Copenhagen V Denmark	+45 3338 6765	celine.byrne@ices.dk

---

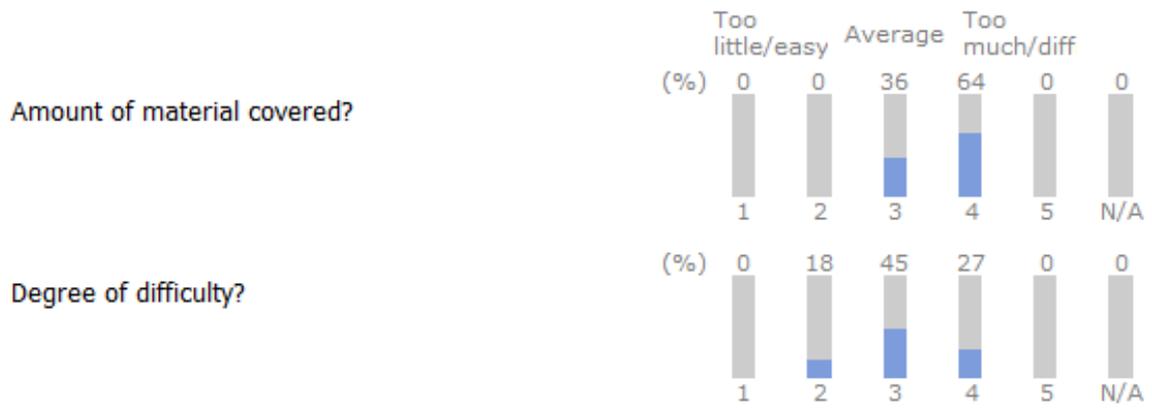
<b>Name</b>	<b>Address</b>	<b>Telephone/Fax</b>	<b>E-mail</b>
Terhi Minkkinen	ICES HC Andersens Boulevard 44-46, 1553 Copenhagen V, Denmark	+45 33386716	terhi.minkkinen@ices.dk

---

## Annex 2: Course evaluation questionnaire responses

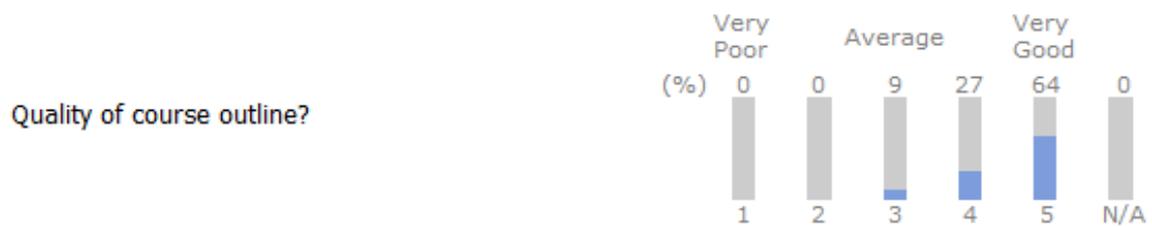
---

### 2. Course Content

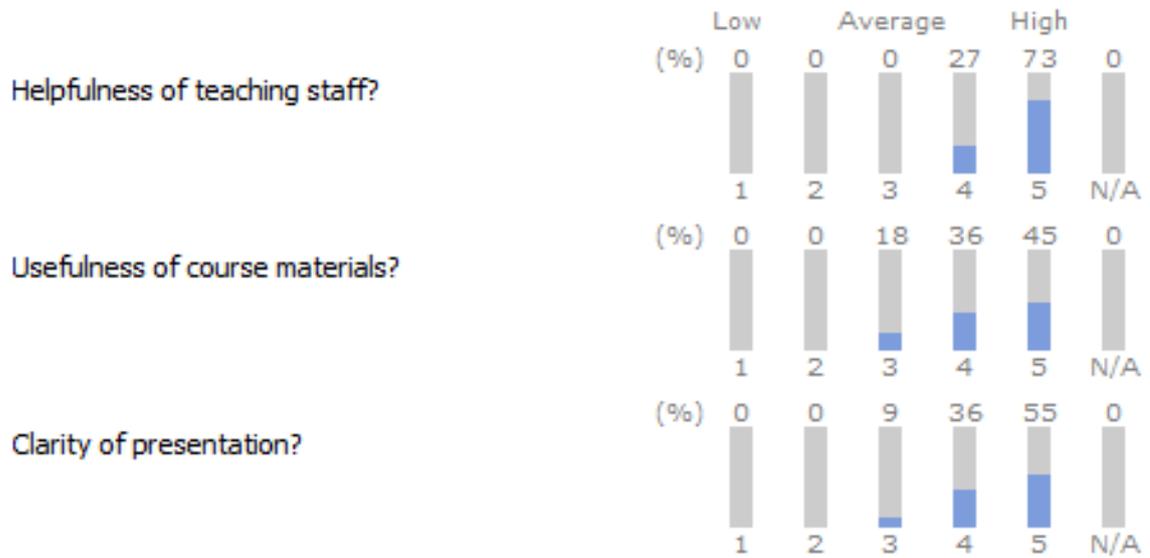


Total: 11

### 3. Course Organization

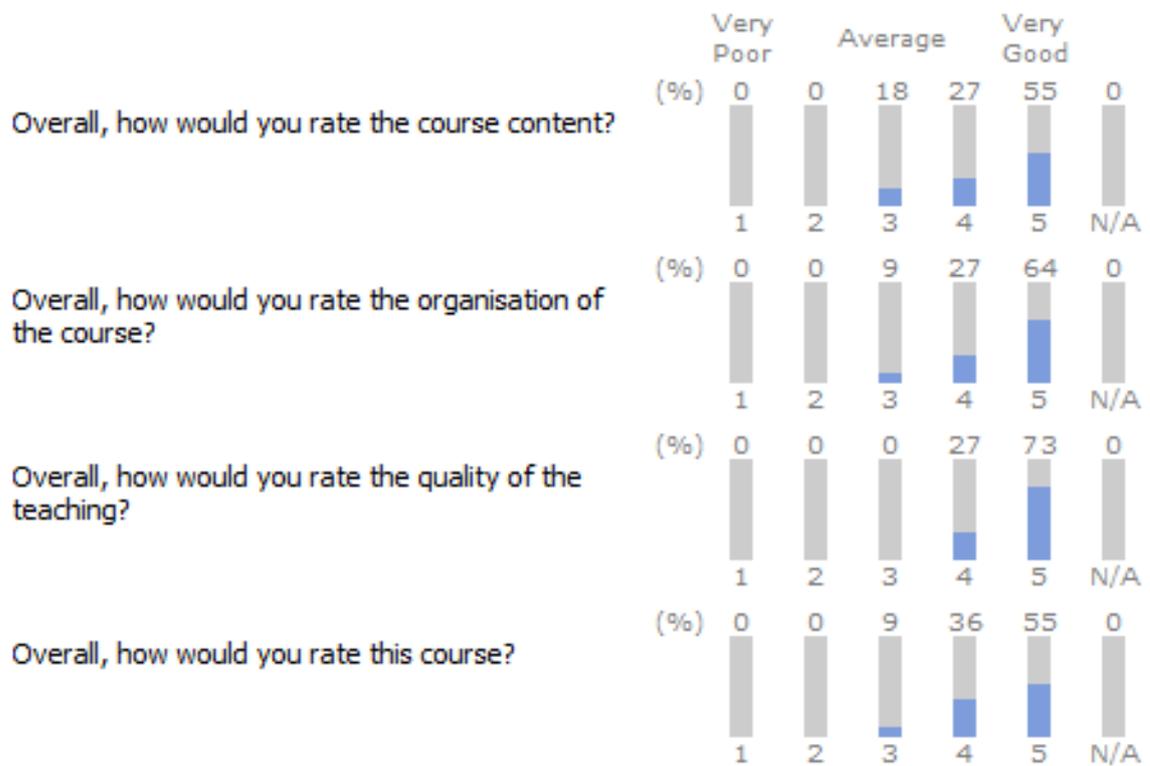


### 4. Teaching and Learning Support



Total: 11

### 5. Overall Evaluation



Total: 11

### Annex 3: Detailed course programme

---

The detailed course programme is presented below. This is the version showing the actual course progress, and it is modified from the official (pre-course) programme as the course progressed. Participants were kept up to date about the program through the course share point site.

<b>Monday, 18 June 2012</b>	
9.00 -12:30	Welcome and introduction exercise(s) Role of science and advice in society Basics of communication
12:30-13:30	Lunch
13.30-17:30	Presentation skills Distilling key messages using the message box Elevator pitch your research (with Poul Degnbol and Anne Christine Brusendorff)
<b>Tuesday, 19 June 2012</b>	
9.00-12:30	Handling media and interview training Poul Degnbol (ICES) on presenting and receiving advice
12:30-13:30	Lunch
13.30-17:00	How to write a strong press release? Targetting different audiences Summary, Q&A and evaluation

#### Key messages for the course

- From transmission to dialogue.
- Think from the audience
- Simplify and make clear
- Less is more
- Arouse and fulfill

#### Homework?

Yes, there is some homework associated with the Communicating Science and Advice course. Don't worry, it is not going to be massive. We would like you to do three things:

1. Select one of the scientific papers on our sharepoint, read it and try to derive the key messages of the paper  
(<https://groupnet.ices.dk/tccom2012/Literature/papers>)
2. Read on of the ICES advice papers on our sharepoint and reflecting on the key message and the intended audience  
(<https://groupnet.ices.dk/tccom2012/Literature/advice>).

3. Prepare or be prepared for a 1 minute conversion about an important outcome of research or advice that you have been involved in (interactive elevator pitch)