



ICES Training programme

The International Council for the Exploration of the Sea (ICES) offers courses led by high-profile scientists and instructors. Visit the [ICES Training Webpage](#)

Communicating Science and Advice

Context, Objective and Target audience

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.

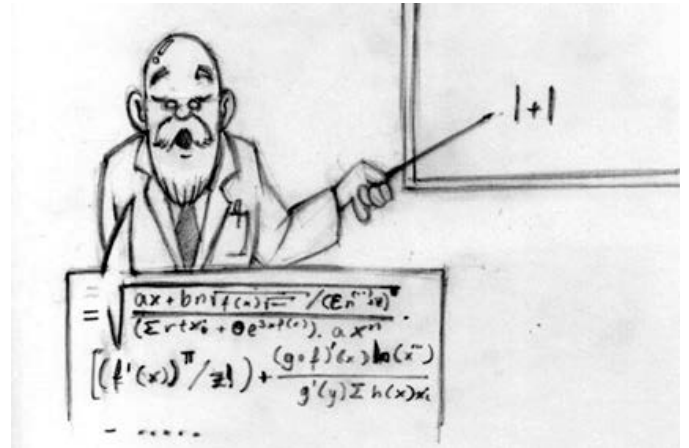
Programme

- Role of marine science and advice in society
- Preparing key messages
- Targetting specific audiences
- Presentation techniques
- Press releases
- Handling media
- How to give interviews

Course dates

20-21 September 2013. The 1½ course will start 14:00 on September 20 and it ends at 17:00 on September 21. The course is given in three sessions' afternoon, morning and afternoon.

The course will take place prior to the ICES Annual Science Conference in Reykjavik, 23-27 September 2013. ICES ASC information [here](#)



Venue

ICES Annual Science Conference 2013
Harpa Congress Centre
Austurbakki 2
101 Reykjavík
Iceland

You can find more information about:

Harpa Congress Centre [here](#)

Hotels close to Harpa Congress Centre [here](#)

Map of Reykjavik [here](#)

Organization

Martin Pastoors has been advisor on marine policy and research for many years, among other in his role as chair of the ICES Advisory Committee on Fishery Management. He works on the interface between science and policy with a strong focus on involvement of stakeholders. He has over ten years experience in leading expert groups and initiating research projects. Pastoors is currently associated with the Centre for Marine Policy, part of Wageningen University and Research Centre.

Rosie Magudia is the European Communications Manager for the international marine NGO, SeaWeb. Rosie works to engage a range of audiences in better understanding environmental issues by communicating through the media, websites, social media and in person. Her academic interests range from evolutionary genetics to environmental economics.

Admission and registration

The course is designed for a maximum of 30 participants. The working language is English.

Please use the [on-line registration](#):

<http://www.ices.dk/iceswork/training/registration/>

You will receive a message acknowledging receipt of your application within one week.

The deadline for the submission of applications is **28 June 2013**

Please note that a related course "How to Lead an Effective Technical Meeting" is held immediately before this one and in some cases participation in both courses might be worth considering.

Fee

The fee for the course is 225€¹. This covers only tuition.

Contact ICES Secretariat for more information

Coordinator for Training

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Instructors

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¹ The course fee for participants from non-ICES member countries is 375 €

