

PROGRAM

11.00 – 12.00 Exclusive workshop – Behavioural design – psychology that changes thoughts, feelings and actions

Psychologist Niklas Laninge will show how research in behavioural psychology can be used in communications to enable change in the recipients' behaviour.

13.00 Welcome

Darja Isaksson, Director General, Vinnova and **Anna Maria Fleetwood**, Senior Adviser External Relations, Swedish Research Council

13.15 Keynote

Imran Khan, Head of Public Engagement, Wellcome Trust, UK

13.45 Panel: Why should society be involved in research?

Darja Isaksson, Director General, Vinnova, **Imran Khan**, Head of Public Engagement, Wellcome Trust, **James Pamment**, Associate Professor and Head of the Department of Strategic Communication at Lund University and **Anna Dubois**, First Vice President, Chalmers University of Technology

14.15 Snapshots

How do you communicate science to create discussion and impact the right people? Be inspired by some good examples and successful methods.

The Ladybird Experiment – **Gustav Bohlin**, researcher, Vetenskap & Allmänhet

The Researchers Gallery – **Annsophie Olsson**, librarian, Malmö University

Mistra Future Fashion – **Malin Wennberg**, Head of Communication, Mistra Future Fashion

14.30 Coffee break

15.00 Seminars

Select one of the following:

1. **Battling disinformation (English)**

James Pamment, Associate Professor and Head of the Department of Strategic Communication at Lund University

2. **When art meets science (English)**

Mairéad Hurley, Science Gallery, Dublin and **Luiza Bengtsson**, Max Delbrück Center for Molecular Medicine at the Helmholtz Association, Berlin talks about how scientists and artists can collaborate, build bridges and engage the public in science and research.

3. **Politics and influence – how to succeed as an opinion former (Swedish)** **Frida Berry Eklund**, PR consultant, Westander

16.15 Popular education for the masses

TV producer **Karin af Klintberg** shows the importance of using humour to communicate educational messages using examples from her shows *Världens sämsta Indier* (The worse Indian in the world), *Historieätarna* (The History Eaters) and the documentary *Trevligt Folk* (Nice People).

17.00 Mingle