

- 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**
Sven Stafström, Director General, Swedish Research Council and **Anna Maria Fleetwood**, Senior Adviser External Relations, Swedish Research Council
- 13.15** **Why should we care about the public?**
Imran Khan, Head of Public Engagement, Wellcome Trust, UK
- 13.45** **Panel: Why should society be involved in research?**
Imran Khan, Head of Public Engagement, Wellcome Trust, **James Pamment**, Associate Professor and Head of the Department of Strategic Communication, 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 – Lena Söderström**, Project & Communications Manager, Vetenskap & Allmänhet
- The Researchers Gallery – Annsophie Olsson**, librarian, Malmö University
- Mistra Future Fashion – Malin Viola 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 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**