

Science Communication and Public Engagement

**Organizer: Prof Dr Cecília Rodrigues,
Faculty of Pharmacy, University of Lisbon (FFUL)**

**7 October 2026
Online**

Facilitators: Ana Moutinho and Ana Patrícia Hilário, University of Lisbon

Time	Session	Topics
10:30–10:45	Opening	▪ Introduction to the goals and to the participants ▪ Why communicating science matters for health and society
10:45–11:30	Building the narrative	▪ Knowing your audience ▪ Structure of a scientific story (context, tension, key message) ▪ How to open and how to close
11:30–12:15	Stage performance and non-verbal language	▪ Voice, pace, pauses, posture, gesture and eye contact ▪ Managing nerves
12:15–12:30	Break	
12:30–13:10	Public engagement	▪ From communicating to engaging: audiences, dialogue and co-creation ▪ Formats for reaching non-specialist publics
13:10–14:00	Case study	Analysis of a real public engagement initiative in health
14:00–15:00	Lunch break	

Facilitator: Joana Amaral, University of Lisbon

15:00–16:00	Global Communication Strategies: From Peers to Society and Digital Presence	▪ Scientific communication versus dissemination ▪ Writing for the scientific community ▪ Strategies for public outreach and community engagement ▪ Managing an investigator's digital presence and visibility across academic and social networks
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