

KEEP CALM AND  
HIT YOUR TARGET

**MEDIA LAB**

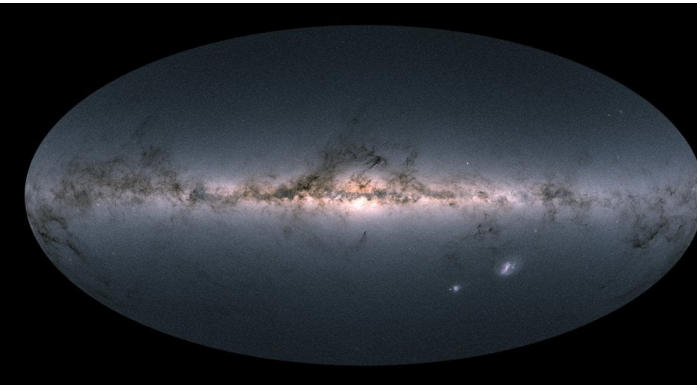
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# Goals

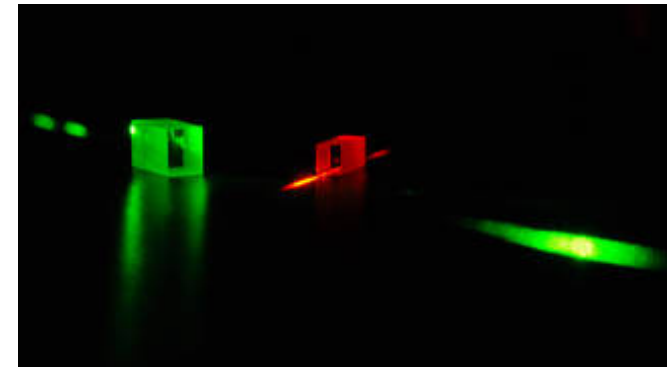


- To discuss tools, strategies and issues in addressing different publics
- To share best practices
- Role play exercise
- To encourage interaction and engagement
- The “Mind the time” issue

# NEWS



- ❑ GAIA, 3D Map of 1.7 Billion Stars in the Milky Way (ESA)
- ❑ The first primate clones (Chinese Academy of Sciences)
- ❑ Quantum-teleportation 20th anniversary (Nature)
- ❑ GM crops and public safety (Sant'Anna School)



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# TARGETS

Gaia Results: social media campaign for teens



Quantum-teleportation 20th anniversary : press conference



The first primate clones: conference for general public



GM&GE crops: audition for policy makers



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# STRUCTURE OF THE LAB

8 groups

Every 2 groups challenge on same Target+Topic

Jury votes (Criteria: presentation/engagement/content/time)

## 1h. Group Activity: Prepare for a PUBLIC PRESENTATION to be performed on stage

The group prepares a presentation based on Scenario 1/2/3/4 and aimed at a specific Target to be performed on stage

6 min presentation + 2 min. Q&A

3 slides

# GROUPS

**T1+T2** : Gaia Results: social media campaign for teens



**T3+T4**: Quantum-teleportation 20th anniversary : press conference



**T5+T6**: GM&GE crops: audition for policy makers



**T7+T8**: The first primate clones: conference for general public



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# TEAMS ON STAGE

- 3:30 – 4:30 group working
- 16-30 – 17:00 Coffe break
- 5 pm- **DEADLINE!**
- 17:00 – 18:30 on stage

6 min presentation + 2 min. Q&A  
3 slides