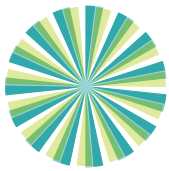


# 21<sup>ST</sup> CENTURY COMMUNICATION FOR 21<sup>ST</sup> CENTURY SCIENCE

SCANZ CONFERENCE 2012

| WEDNESDAY, 22 FEBRUARY 2012 |   |  |   |
|-----------------------------|---|--|---|
| 9:00 am - 9:30 am           | Registration, tea and coffee  |  |   |
| 9:30 am - 9:45 am           | Welcome by SCANZ President <b>Phil Johnstone</b>  |  |   |
| 9:45 am - 10:15 am          | <b>OPENING KEYNOTE: Steve Maharey</b> , Vice-Chancellor Massey University on Education, Science and the 21st Century.   |  |   |
| 10:15 am - 11:00 am         | The Multi-media Story Teller, <b>Paul Soong</b> , The Church  |  |   |
| 11:00 am - 11:15 am         | <b>Morning tea</b>  |  |   |
| 11:15 am - 12:00            | <b>PANEL DISCUSSION - Communicating science in a disaster</b> How do we communicate science when a faced with a natural or man-made disaster? When our own world falls down around us, how do we give sound information and communicate real-time science? Panelists: <b>John Hamilton</b> (Director of The Ministry of Civil Defence & Emergency Management), <b>Katherine Trought</b> (Environment Canterbury), <b>Paul Gorman</b> (The Press) . Moderator: Vivienne Bryner |  |   |
| 12:00 pm - 12:30 pm         | <b>Tracey Bridges</b> , Senate Communication Counsel, on managing your message. How to control and clarify your messages when social media is trying to do it for you   |  |   |
| 12:30 pm - 1.30 pm          | <b>Lunch</b>  |  |   |
| 1:30 pm - 2.30 pm           | <b>WORKSHOP 1 -</b><br>Managing crisis: crisis management planning, using social media in a crisis, <b>Katherine Trought</b>  | <b>WORKSHOP 2 -</b> Still don't Twitter? Social media in the workplace, identifying what's right for you and how to use it, <b>Peter Griffin</b> | <b>WORKSHOP 3 -</b><br>Collaboration on ideas that emerge from conference |
| 2:30 pm - 3:15 pm           | <b>CASE STUDY:</b> One trip, multiple layers of coverage. Managing the communication of the Kermadec expedition, <b>Melanie Cooper</b> , Auckland Museum  |  |   |
| 3:15 pm - 3:45 pm           | <b>Afternoon tea</b>  |  |   |
| 3:45 pm - 4:15 pm           | <b>Case Study: John Deal</b> and <b>Alan Dicks</b> from the Animal Health Board discuss 1080, credible science and emotive rhetoric   |  |   |
| 4:15 pm - 4:30 pm           | Thesis in three' - rapid fire presentations   |  |   |
| 4:30 pm - 5:15 pm           | Our Changing Broadcaster: Radio in the new world order, <b>Alison Ballance</b> , <b>Ruth Beran</b> and <b>Veronika Meduna</b> , Our Changing World, Radio New Zealand   |  |   |
| 5:15 pm - 5:30 pm           | Wrap up, day one. <b>Phil Johnstone</b> , SCANZ president   |  |   |
| 6:30 pm - 9:30 pm           | Conference reception, planetarium show and viewing of exhibits and telescopes, <b>Carter Observatory</b>  |  |   |



# 21<sup>ST</sup> CENTURY COMMUNICATION FOR 21<sup>ST</sup> CENTURY SCIENCE

SCANZ CONFERENCE 2012

## THURSDAY, 23 FEBRUARY 2012

|                     |  |  |  |
|---------------------|--|--|--|
| 8:30 am - 9:00 am   | Registration, tea and coffee. SCANZ Annual General Meeting   |  |  |
| 9:00 am - 9:45 am   | <b>KEYNOTE SPEAKER: Andi Horvath</b> , Senior Curator, Science Communication at Victoria Museum - 21st century communications : it's now about 'minds sets' as well as 'skills sets' |  |  |
| 9:45 am - 10:30 am  | Monkey see, monkey do. Victoria University's <b>Leon Gurevitch</b> talks about communicating through technology and using it to change behaviour                                     |  |  |
| 10:30 am - 11:00 am | <b>Morning tea</b>   |  |  |
| 11:00 am - 11:45 am | Calm and assured on the outside. <b>Mark Quigley</b> reflects on the personal side of communicating science  |  |  |
| 11:45 am - 12:30 pm | <b>CASE STUDY: Shaun Hendy</b> applies Google Earth to business and IP   |  |  |
| 12:30 pm - 1:15 pm  | Hybrid communication: bringing the music video, textbook, web app together, <b>Tom McFadden</b>  |  |  |
| 1:15 pm - 2:00 pm   | <b>Lunch</b>   |  |  |
| 2:00 pm - 2:45 pm   | <b>WORKSHOP 1</b> - Google, it's not just a search engine. Using it to communicate your science. <b>Josh Bailey</b> , Google   | <b>WORKSHOP 2</b> - Tell us a story. <b>Elizabeth Connor</b> presents her workshop on teaching scientists to be story-tellers. | <b>WORKSHOP 3</b> - Collaboration on ideas that emerge from the conference |
| 2:45 pm - 3:15 pm   | <b>CASE STUDY:</b> Wellington Zoo's <b>Lisa Argilla</b> on when science gets warm and fuzzy but still needs to be factual, honest and clear.   |  |  |
| 3:15 pm - 3:30 pm   | Thesis in three' - rapid fire presentations  |  |  |
| 3:30 pm - 4:00 pm   | <b>Afternoon tea</b>   |  |  |
| 4:00 pm - 5:00 pm   | The Brain Gym, <b>Andi Horvath</b>   |  |  |
| 5:00 pm - 5:30 pm   | Wrap up and SCANZ business, <b>Phil Johnstone</b> , SCANZ president  |  |  |