



NeurotechEU
The European University
of Brain and Technology



THE EUROPEAN UNIVERSITY OF BRAIN AND TECHNOLOGY

NeurotechEU holds a hands-on Workshop on Science Communication at the Institute for Neuroscience UMH-CSIC

The Conference Hall of the Institute for Neurosciences, a joint center of the Miguel Hernández University (UMH) of Elche and the Spanish National Research Council (CSIC), hosted the hands-on workshop on Science Communication 'Learn how to spread science to the community!' yesterday. This is the first activity organized by the local UMH Synapses Club of the NeurotechEU alliance, whose objective is to create a community for all NeurotechEU students and their own spaces for sharing experiences through the organization of events and multidisciplinary activities.



The organizing committee of the event along with the speakers of the first session. IN-UMH-CSIC

The first session of the workshop consisted of an approach to scientific communication led by Elena Garrido, press officer at the Institute for Neuroscience UMH-CSIC, who spoke to the students about the role played by the communications manager in a research center; Alicia de Lara, director of the UMH Scientific Communication and Dissemination Area, which explained the importance of knowing the audience target and offered examples of several researchers communicating their work through Instagram and TikTok; and Ángeles Gallar, expert in scientific communication and head of the UMH Scientific

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Culture and Innovation Unit (UCC+i), who, in addition to offering a talk on narrative tools to communicate science, gave a practical activity in which several students worked to write a press release about the different projects they are carrying out.

The second session consisted of a round table on international communication in which the communication officers of the University of Lille (France) Arelis Ardiles (International Relations Office) and Maeva Figula (Department of Research and Development) participated, who explained how to structure a good communication plan and exemplified how to use the different communication channels internally and externally in an efficient manner. The press officer of the Karolinska Institute (Sweden), Andreas Andersson, also participated in the round table, sharing his experience in launching the successful podcast 'Medicinetarna'.

The event included bachelor, master, and PhD students, and personnel of the member and associated universities of the NeurotechEU alliance, who attended both in person and virtually. The organization of this Workshop was led by PhD students Bárbara Corral and Álvaro García, and NeurotechEU researcher Sandra Manzanero, who chair the local UMH Synapses Club of the NeurotechEU alliance.

NeurotechEU is an alliance funded by the ERASMUS+ program of the European Union and the Ministry of Universities of the Spanish Government. Likewise, from the UMH, the initiative brings together professors and researchers from the areas of neuroscience and neurotechnology, with the support of technical staff from the International Relations Service and the Vice-Rectorate of Internationalization and Cooperation of the UMH.

In addition to UMH, partner universities are Radboud Universiteit (Netherlands), Karolinska Institutet (Sweden), Rheinische Friedrich-Wilhelms-Universität Bonn (Germany), Boğaziçi Üniversitesi (Turkey), Universitatea de Medicină și Farmacie din Cluj-Napoca (Romania), Université de Lille (France), and Háskólinn í Reykjavík (Iceland).

More information on the web: <https://neurotecheu.umh.es/en/2023/12/05/hands-on-workshop-on-science-communication/>

Source: NeurotechEU at UMH (neutotech@umh.es) and Institute for Neurosciences UMH-CSIC (in.comunicacion@umh.es)

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