

Pre- and post-conference events

SUNDAY 2nd february



10:00-13:00 **Community Storytelling Series (part 1)** #S1 Lab 2, The Edge, State Library

bit.ly/1maNE0f **Telling stories with images using smart phones and tablets**

A free 3 hour afternoon workshop for delegates facilitated by Susan Rooney-Harding and hosted by The Edge, State Library of Queensland

15:00 **The Storytelling of Science: A triple anniversary celebration** #S2 Edge Auditorium, The Edge State Library

bit.ly/1i5oW3s The ABC, the Australian Academy of Science, the Australian Science Communicators, and BrisScience are bringing Australia's top scientists and communicators together to explore the storytelling of science. See the best in the nation tell their own story of science, and drive their discussion on the stories behind cutting edge science. From the origin of the universe to the exciting technologies that will change our future, this event is one story you will want to hear.

FEATURING:

Prof Tim Flannery, Chair of the Climate Council
Prof Jenny Graves, Australian Academy of Science Secretary for Education and Public Awareness
Lynne Malcolm, ABC Science
Dr Jesse Shore, Prismatic Sciences
Prof Peter Adams, The University of Queensland
Hosted by Dr Andrew Stephenson, BrisScience
Produced by Kali Madden and Andrew Stephenson
With guest bloggers from CitizenJ

THURSDAY 6th february



9:30-17:30 **Community Storytelling Series (part 3)** #TH1 Lab 2, The Edge, State Library

bit.ly/1avyRuW **iPad/iPhone movie making using your iPads and iPhones**

Learn how to create a short video from your iPad/iPhone. You no longer need expensive cameras, editing suites and audio recorders! All you will need is an iPad or iPhone, a few cool apps and some inexpensive tools and you have yourself a one-stop media creation kit. In this day course you will learn how to use your iPad/iPhone to create a short video piece.

COST: \$150. Limited to the first 20 RSVPs

NOTE: "The art and practice of story capturing" on Wednesday is a pre-requisite for this course
Hosted by The Edge, State Library of Queensland

Check out the other social events and special ASC2014 delegate invitations online: bit.ly/1k5CLxF

Add the session
#hashtag and **#ASC14** on
all your tweets to join the
conversation

To access the Conference wifi,
please use the following details:
SSID: ASC2014
password: **csiro111**



MONDAY 3rd february



8:30-9:45 **Opening Session** #M1 Auditorium

bit.ly/1maNBR7 Welcome to Country
ASC welcome and Conference opening **SPEAKER:** Joan Leach
KEYNOTE SPEAKER: Ian Lowe The evolving challenge of science communication
THE IAN LOWE ADDRESS: Geoff Garrett AO, Queensland Chief Scientist
On conflict, change and creativity – the role of 'Communication Cubed'

9:45-10:45 **Plenary** #M2 Auditorium

bit.ly/1fEXx0 ARC, NHMRC, CSIRO: The leaders give their perspective on science communication in 2014

10:45-11:15 **Morning tea** - Interview booth available bit.ly/1jhN8QT Foyer

11:15-12:15 Auditorium #M3 bit.ly/1jaBAkx Open or perish: Long live the new king	Room B1 #M4 Business and industry, communities and controversy: What role does science communication play in public engagement?	Room B2 #M5 Science interest through the 'difficult years': A panel discussion with the audience	Room B3 #M6 Science Communication on the Internet: A Beginner's Guide
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12:15-13:30 **Lunch** - Interview booth available bit.ly/1jhN8QT Foyer

13:30-13:45 **Plenary** #M7 Auditorium

bit.ly/1b1ROWE Simon France The Inspiring Australia strategy and outcomes: New in 2014

13:45-14:15 **Plenary** #M8 Auditorium

bit.ly/1eQj23z Susannah Elliott Science and the information big bang

14:15-15:15 Auditorium #M9 bit.ly/Lf4Hm7 Science journalism under the microscope	Room B1 #M10 Science communication and leadership (part 1): Learning from our journeys	Room B2 #M11 Learning from/ Working with other disciplines	Room B3 #M12 Storytelling for Leaders (part 1)
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15:15-15:45 **Afternoon tea** - Interview booth available bit.ly/1jhN8QT Foyer

15:45-16:45 Auditorium #M13 bit.ly/1driR7 The new science evangelism: Boon or bane for science communication?	Room B1 #M10 Science communication and leadership (part 2): Shaping our culture	Room B2 #M14 Science as News	Room B3 #M12 Storytelling for Leaders (part 2)
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16:45-17:00 **Break**

17:00-18:00 **Debate** #M15 Auditorium

bit.ly/1eGEvty Social media in science: hero or villain?

18:00-19:00 **Welcome event** #M16 Foyer

bit.ly/1aclxNb Official SPECTRUM Science-Art Exhibition opening
SCINEMA Screening: Best use of visual in SCINEMA entries from the past few years
Poster Exhibition Session

19:00-20:00 **Speed networking** #M17 Room B3

bit.ly/1i5qgnw

TUESDAY 4th february



7:00-8:30 **SCANZ-ASC Breakfast Event** #T1 Rydges South Bank

bit.ly/1jaSb5C Evolution of science communication in New Zealand and Australia

9:00-9:15 **Visual fast forwards** #T2 Auditorium

bit.ly/1eQk3sp A taster from Sci-Art SPECTRUM exhibition.

9:15-9:45 **Plenary** #T3 Auditorium

bit.ly/1pgDTc Drew Berry Seeing is believing: Why showing the nitty-gritty details is key to public engagement and excitement

9:45-10:30 **Auditorium** #T4 **Room B1** #T5 **Room B2** #T6 **Room B3** #T7

bit.ly/1czXN1c The value of visualisation in science communication

Across the Tasman: Science communication in New Zealand

Case studies and papers: Contributions of books to sci comm history, creative storytelling inspired by wrestling, igniting curiosity in pre-school children

Working with scientists in developing countries to communicate science

10:30-11:00 **Morning tea** - Interview booth available bit.ly/1jhN8QT Foyer

11:00-12:00 **Auditorium** #T8 **Room B1** #T9 **Room B2** #T10 **Room B3** #T11

bit.ly/1maOAJj Hitchhiker's Guide to the Digital Universe

Communicating science through theatre: A new way to reach new audiences

Case studies and papers: Use of online and print media channels by scientists and communicators, local to international engagement

From concept to screen: Navigating the animation process and getting the best results

12:00-13:15 **Lunch** - Interview booth available bit.ly/1jhN8QT Foyer

12:15-12:45 Australian science and technical style manual update Biotext bites the bullet at last! #T12 Room B3

13:15-14:00 **Auditorium** #T13 **Room B1** #T14 **Room B2** #T15 **Room B3** #T16

bit.ly/1drkh7Y The national engagement strategy, from Inspiring Australia to inspiring next door

Impact: Is the Answer Communication not Commercialisation?

The emergence of modern science communication in Australia and New Zealand

Getting published in science

14:00-14:15 **Break**

14:15-15:15 **Auditorium** #T17 **Room B1** #T18 **Room B2** #T19 **Room B3** #T20

bit.ly/1i5rhfq Case studies and papers: Communicating in the mix of hard data, perceptions, advocacy and emotions

Case studies and papers: Better understanding audiences

Case studies and papers: online communities of practice, science represented on stamps, what impedes scientists communicating?

Editing scientific content (part 1)

15:15-15:45 **Afternoon tea** - Interview booth available bit.ly/1jhN8QT Foyer

15:45-16:45 **Auditorium** #T21 **Room B1** #T22 **Room B2** #T23 **Room B3** #T20

bit.ly/1phS4C Developing the evidence base: Inspiring Australia supported research

Knowledge brokering in Australia: influencing policy and practice

Inspiring Australia's Digital Engagement sessions

Editing scientific content (part 2)

16:45-17:00 **Break**

17:00-18:00 **Auditorium** #T24 **Room B1** #T25 **Room B2** #T26 **Room B3** #T20

bit.ly/1kGonzE Case studies: On-ground Inspiring Australia projects

Case studies and papers: Science-art, engagement events

Case studies and papers: Films, theatre, YouTube, interactive digital learning

Editing scientific content (part 3)

18:00-19:00 **Break**

19:00-21:00 **ASC2014 Conference dinner** #T27 Boulevard Room

bit.ly/1KnfJFc Special guest speakers, the Unsung Hero of Australian Science Communication Award presented by Robyn Williams, Science Cabaret Entertainment

WEDNESDAY 5th february



8:45-9:00 **Sci-Art SPECTRUM** #W1 Auditorium

bit.ly/1KnfOAE Sci-Art SPECTRUM exhibition summary and awards

9:00-9:30 **Plenary** #W2 Auditorium

bit.ly/1dBjmCB Lloyd Godson Tik and Bubbles: The evolution of an underwater superhero

9:30-10:15 **Auditorium** #W3 **Room B1** #W4 **Room B2** #W5 **Room B3** #W6

bit.ly/1dXkZHG Making science accessible: Learning science outside of school

The Idiot, the Disengaged, The Counterpublic: Rethinking Audiences for Science Communication

How we can learn from the science-based public debates of the past (and present) and use that knowledge to shape those of the future?

Do you speak Commerce?

10:15-10:45 **Morning tea** - Interview booth available bit.ly/1jhN8QT Foyer

10:45-11:45 **Auditorium** #W7 **Room B1** #W8 **Room B2** #W9 **Room B3** #W10

bit.ly/1i5sjYH Hot air or hot action: How communication is part of responding to controversial debates such as climate change

Delivering integrated reports from interdisciplinary projects

Case studies and papers: Citizen science

Community Storytelling Series 2 (part 1): Art and practice of story capturing

11:45-12:00 **Break**

12:00-12:45 **Auditorium** #W11 **Room B1** #W12 **Room B2** #W13 **Room B3** #W10

bit.ly/1pjiJB Case studies and papers: Evaluation, research, narrative, children's education

Case studies and papers: Agricultural audiences, apps, messaging and visualisation

Case studies and papers: Climate change, adaptation and trust

Community Storytelling Series 2 (part 2): Art and practice of story capturing

12:45-13:45 **Lunch** - Interview booth available bit.ly/1jhN8QT Foyer

13:45-14:30 **Auditorium** #W14 **Room B1** #W15 **Room B2** #W16 **Room B3** #W10

bit.ly/1cA0FEK Case studies and papers: Engaging different audiences: Maths communication, events and entertainment

Evaluation workshop: Collecting evidence to determine if you have had an impact

Case studies and papers: Communicating risk and tackling misinformation

Community Storytelling Series 2 (part 3): Art and practice of story capturing

14:30-14:45 **Break**

14:45-15:30 **Auditorium** #W17 **Room B1** #W18 **Room B2** #W19 **Room B3** #W10

bit.ly/1f8VKD Case studies and papers: Influencing enrolments and career choices, young people and students in high school and university

Case studies and papers: International agricultural research, collaboration and interaction and engaging with audiences online

Case studies and papers: Communicating risk and tackling misinformation in human and animal disease and biosecurity

Community Storytelling Series 2 (part 4): Art and practice of story capturing

15:30-16:00 **Afternoon tea** - Interview booth available bit.ly/1jhN8QT Foyer

16:00-16:30 **Formal Conference wrap up** #W20 Auditorium

bit.ly/1mg3YOb What has transpired at ASC2014? This session will highlight reflections from the diverse community attending ASC2014.

16:30-17:00 **Conference networking** #W21 Foyer

bit.ly/1avhWWo