Welcome and Opening Remarks
CHRISTIANE KOFRI, Publications and Social Media Manager, SCD MPI MMG

The communications gap between scientists and the public
CHRISTINA BECK, Head of the Communication Department of the Max Planck Society

Why should I share my research with the public? What’s in it for me?
STEVEN VERTOVEC, Director MPI MMG

How to pitch your research to a journalist or editor in different journalistic formats
THOMAS MEANEY, Journalist & EVA VÖLKER, Journalist

coffee break

Academic vs. journalistic writing. How to write an op-ed.
THOMAS MEANEY, Journalist

What can the Max Planck Society offer by way of public communications?
CHRISTINA BECK, Head of the Communication Department of the Max Planck Society

Final Discussion

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