



Join us on **Tuesday, May 30**, for a three-part all day workshop that serves to creatively elevate the conversation around science communication strategies for new and emerging technologies in agriculture through hands-on activities and inspired lectures by key science writers and communication specialists.

Cost of the day-long program is €30 for students and post-docs; €60 for ICABR attendees; and €100 for all others. Registration opens at 8:00 AM and the program begins at 9:00 AM. Lunch is provided onsite from 12:00 PM- 1:00 PM.



More info:

www.icabr.org

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Tuesday, May 30

Part 1.

New Players, New Tools: Insights in Science Communications - Science into Story

8:00 AM - 10:30 AM Berkeley City Club

Join a lively conversation between journalist Nathanael Johnson from Grist and biotechnologist Alison van Eeneenaam, an animal breeder based at UC Davis who is using new precision breeding tools in her work.

A dynamic Q and A will follow.

Part 2.

New Players, New Tools: Insights & Innovations in Science Communications - Workshop!

10:30 AM - 5:30 PM Berkeley City Club

Learn best practices for communicating science via the art of storytelling. Practice generating interest and engagement with a topic, improving comprehension, and influencing real-world beliefs, even among skeptical audiences. This session is a practical workshop led by The Story Collider for scientists who want to learn new innovative approaches to communicating their work. Emphasis will be on communicating about new applied science such as the tools of gene editing and other new and emerging technologies relevant to the ICABR conference's theme.

Part 3.

New Players, New Tools: Insights & Innovations in Science Communications - Science and Hollywood

6:00-7:30 PM Giannini Hall, UC Berkeley, with drinks reception

Since the Enlightenment, scientific discovery has reached the public through the channels of popular entertainment. How many children first got excited about science from reading Jules Verne or watching Star Trek? Many. Learn about the National Academy of Sciences' Science and Entertainment Exchange that connects experts in all fields of science to entertainment professionals looking for an edge. During a spirited panel discussion, and over drinks and finger food, this session will bring Hollywood professionals, National Academy communication experts and participating scientist together to explore how Hollywood incorporates and disseminates cutting edge scientific expertise.