

## CONFERENCE INVITATION

### Nordic science communication – Bridging the gap?

*Friday May 13, 2005, 10:00 – 17:00*

*Copenhagen University, Institute of Geography, Øster Voldgade 10, Copenhagen*

Science and research are of paramount importance if the Nordic countries are to participate successfully in the increasingly competitive global market.

Science writing and communication have become very important elements in informing society about the relevance of science and the use of research results. In particular, the gaps that exist between the world of science and the public, politicians, schools, universities, investors, business and fellow researchers must be bridged if society is to understand what research is and why it is necessary.

Bridging the gap between science and society is high on the agenda of the Danish Science Journalists' Association. In collaboration with colleagues from Sweden, Norway, Finland and the Baltic states, the Association has taken the initiative to this conference. The aim is to take a good look at science communication as well as critical journalism in the Nordic countries and to discuss the reasons for the media's interest – or lack of the same – in science and research.

To address these issues in a Nordic context and share experiences we have invited a range of very competent speakers from the worlds of media, science and research. There will also be ample time for discussion, as one of the ideas of this conference is to inspire each other and to generate new ideas.

#### **The three main themes for the conference are:**

- The scientists' agenda when dealing with the media
- Science communication and journalism in a Nordic perspective
- Are science and research regarded as news by the media?

The conference will be of special interest to: scientists, journalists, editors, communicators, R&D companies, politicians and others who find it important to bridge the gap between science and society.

The organisers, the Danish Science Journalists' Association, will host a reception where speakers and participants will have the opportunity to network and continue their discussions.

#### **Practical information**

- Conference language: English
- Conference fee: DKK 200. Members of the Danish Science Journalists' Association DKK 100. Included: Coffee/tea and fruit in the morning, lunch and coffee/tea and cake in the afternoon.
- Conference dinner: At 6 p.m. at the conference venue. All participants are most welcome to enjoy the delicious three-course menu for the price of DKK 225 exclusive beverages.
- Programme and registration (no later than May 1, 2005): [www.videnskabsjournalister.dk](http://www.videnskabsjournalister.dk)
- Further information on accommodation etc.: Conference secretary Science Journalist Jette Balslev; tel: +45 33121838, [jba@balslevs-bureau.dk](mailto:jba@balslevs-bureau.dk)

The conference is supported by the Ministry of Science, Technology and Innovation and the Nordic Council of Ministers

**The Danish Science Journalists' Association** looks forward to seeing you in Copenhagen.