



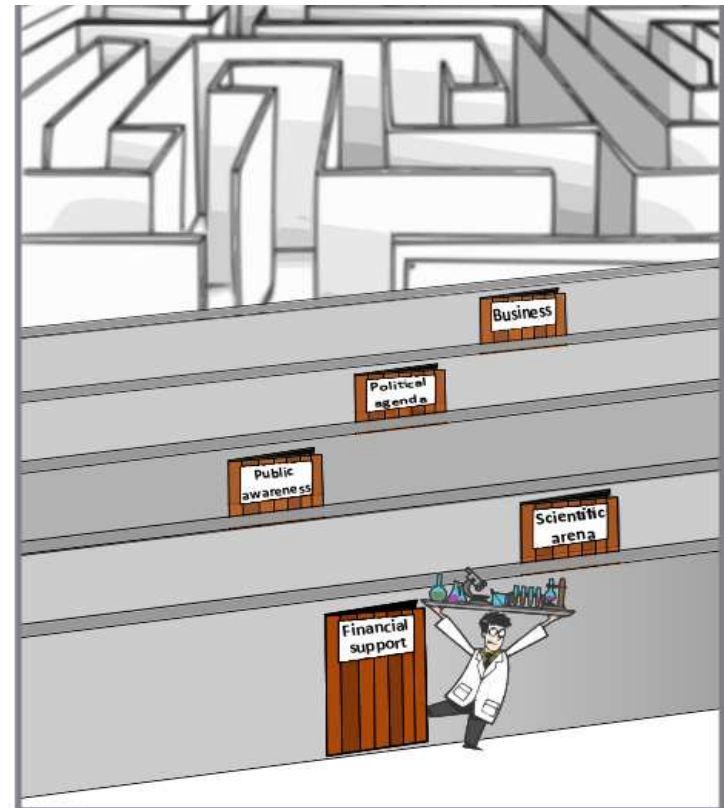
PE&RC-day 2010

Selling Science

Why and how scientists sell science

Thursday 28 October 2010

Hotel de Nieuwe Wereld, Wageningen



SCOPE

From getting funds for research to sharing results within and beyond the scientific arena, a scientist's career encounters many situations in which "salesman" skills are required. Attractive and conceivable research proposals have to be written to make sure they go through the stiff funding competitions. The research findings, consequently, need to be published in a way that it stands out, among over a million new papers published every year. This is what mainly determines future fundings, scientific networking and collaborations. In addition, improving the public's scientific literacy is important because it increases the opportunities for the research findings to be utilized in, and benefit from, businesses and industries.

The central theme of this year's PE&RC day is the importance of selling research ideas and scientific findings to funding agencies, fellow scientists, politicians, businesses and industries. Several experts will share their experience regarding science communication, public relations, and the establishment of communication networks. The PE&RC Day will end with a panel discussion in which you are invited to discuss your own findings with the speakers and fellow scientists, followed by drinks and a dinner.

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| PE&RC members | No Charge |
| All others | € 20,- |
| Extra costs for Dinner (incl. 2 drinks) | € 20,- |

REGISTRATION

To register please send an email to pe-office@wur.nl, indicating your group and graduate school, if you will be attending dinner and if you have any dietary requirements. (Registration closes 21 October)

PROGRAMME

- 9:00 Registration and Coffee
- 9:30 Introduction by chair of the Day
(Alfred Hartemink, ISRIC - International Soil Reference and Information Centre, WUR)
- 9:45 How to get research financed?
(Ken Giller, Plant Production Systems, WU)
- 10:30 Coffee
- 11:00 The Scientific Arena: The pleasure of publishing
(Marcel Dicke, Entomology, WU)
- 11:45 Media attention and public awareness
(Gert van Maanen, Editor-in-chief Bionieuws)
- 12:30 Lunch
- 13:30 How to determine the political agenda?
(Martin Sharman, Biodiversity and Ecosystems Sector, European Commission)
- 14:15 Enabling transfer and commercialization of science and technology
(Hans Dons, Management Studies, WU)
- 15:00 Coffee
- 15:30 Panel discussion
- 16.15 Synthesis and Closure
(Alfred Hartemink)
- 16.30 PE&RC Publication Award
(Chair PPC)
- 16:45 Drinks
- 18.00 Dinner