

NutriNOR PhD conference 2024:

Research dissemination and communication

17-18 October | Kristiansand, Norway

During this conference you will learn to become more confident in research communication, how to approach mass media and media handling.

| THURSDAY 17 th October | | |
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| 11:30 AM - 12:30 PM | | Lunch |
| 12:30 AM- 13:45 PM 12:30 PM 12:45 PM | Morten Goodwin | Session 1: Research dissemination and communication Welcome + Official opening Opening Address: Research dissemination and communication |
| 13:45 PM - 14:00 PM | | Short break |
| 14:00 AM - 16:45 PM | Arne Martin Larsen and Thomas E. Fiskå | Session 2: Research dissemination in mass media <ul style="list-style-type: none"> • How journalists think and what elements make a compelling story from the media's perspective. • How researchers can position their work to attract coverage in mass media. • Understanding the dynamics of an interview and the roles involved / reaching your target audience. |
| 14:45 PM-15:00 PM | | Short break with refreshments |
| 15:00 PM-15:45 PM | Arne Martin Larsen and Thomas E. Fiskå | Research dissemination in mass media continued |
| 15:45 PM -16:00 PM | | Short break |
| 16:00 PM -16:45 PM | Arne Martin Larsen and Thomas E. Fiskå | Research dissemination in mass media continued |
| 19:00 PM | | Conference Dinner (Smag & Behag) |

| FRIDAY 18 th October | | |
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| 9:00 AM - 10:00 AM | Arne Martin Larsen, Thomas E. Fiskå and Walter Wehus | Session 3: "Media Pitch" exercise. The group will be divided into two, with each course participant meeting with an editorial team to pitch their research. Group 1 will be led by Arne Martin, and Group 2 by Thomas together with colleague Walter Wehus. |
| 10:00 AM -10:15 AM | | Short break |
| 10:15 AM - 11:00 AM | Arne Martin Larsen and Thomas E. Fiskå | "Media Pitch" exercise continued |
| 11:00 AM -11:15 AM | | Short break |
| 11:15 AM - 11:45 AM | Arne Martin Larsen and Thomas E. Fiskå | "Media Pitch" exercise continued |
| 11:45 AM - 12:00 PM | | Closing |
| 12:00 PM - 13:00 PM | | Lunch |

SPEAKER HIGHLIGHT



Morten Goodwin is a professor of artificial intelligence at UiA and recognized as one of Norway's foremost experts in artificial intelligence. He is an enthusiastic communicator and highly skilled storyteller who is known for motivational lectures. As an author, debater and public speaker, he delivers approx. 100 popular science presentations annually.



Arne Martin Larsen is a trained journalist and has taught journalism for many years. He has extensive experience as a communications advisor and is currently employed as senior advisor at UiA. Arne Martin specializes in communication consulting, media training and presentation techniques.



Thomas E. Fiskå has extensive and rich experience in professional design and currently serves as the coordinator for visual identity and the design team at UiA. With a deep passion for the field of design, he is an excellent communicator who is dedicated to sharing his knowledge. Over the past years, he has delivered a series of inspiring lectures on design to students, employees and businesses.



Walter Wehus has worked for many years as a journalist, writer and editor, and is currently employed as communications advisor at UiA. He has extensive experience with research communication and dissemination at both UiA and UiB and has helped many researchers gain media coverage

VENUE

Day 1: University of Agder, room F 1031

Day 2: BARE studenthus



GETTING THERE

Located less than 30 minutes from Kristiansand city center, participants flying into Kjevik Airport (KRS) can take a bus or taxi to the University of Agder - Campus Kristiansand. Between Kristiansand and Kjevik, the bus service consists of the regular bus service on line 35 (and 36).

Kjevik: [Bus stop](#) and [Timetable](#)

How to get to UiA from Kristiansand:

[Directions to Campus](#)

Meeting place for Day 1:

We will meet in room F1031 (UiA Campus Kristiansand) where we can store our luggage, or you can go directly to Lilletunstova where we will have lunch. To find your way, you can enter the room number in the 'søk' field in the attached link: [Finn fram på campus - UiA](#)

Meeting place for Day 2:

The meeting place is Bare Studenthus, Skippergata 24 b, 4630 Kristiansand [Bare Studenthus](#)

It takes about 15 minutes to walk from the Scandic Kristiansand Bystranda hotel [Scandic Kristiansand Bystranda](#)