



Task Force Communicating Forest Science

TF "Communicating Forest Science" – Buesgenweg 3 – 37077 Göttingen

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Invitation to the First Meeting of the IUFRO Task Force **Communicating Forest Science** October 22-24, 2006, Freiburg /Germany

Target Group

All communication experts dealing with forest science issues and all Forest Scientists with special knowledge and interest in PR or communication are welcome.

Mission

Of course an overall and main task of this first Task Force meeting is that it offers the opportunity to collect and exchange experiences of professional communicators who work with forest sciences to some extent. The agenda of the meeting is divided into four main parts. All participants are invited to give a presentation concerning the first or the second part of the meeting.

The first part of the meeting will deal with research communication from the scientist point of view. Here we expect contributions to the following or similar questions: How important is the communication of research for scientists? What do scientists expect from this communication? What kind of content do they want to communicate? Who do they think is an important target group for the communication?

The second part of the meeting will be dedicated to the obstacles of science communication concerning the cultural, administrative, ethical and other frameworks communicators have to deal with in the different parts of the world.

The third part is to discuss visions for the future work of the Task Force. The target is to develop a working plan and meeting plan for the next five years, including different challenges the Task Force should deal with.

The last part of the meeting will deal with the development of a PR strategy for IUFRO. A few experts already outlined ideas and structures. This should be discussed and improved with the help of the experiences of all participants.

After closing the Task Force meeting on October 24 you are invited to join the "International Conference on Knowledge Management and Transfer - Forest X Change". This event, co-sponsored by IUFRO Div. VI; WP 6.06.02; WP 6.06.03; WP6.15.00 and our

Task Force “Communicating Forest Science”, will be held at the same venue during October 25 –27. For further details, see: <http://www.forestxchange.org/>

Contact

If you are interested in joining the 2nd-Meeting of the Task Force please send your registration form (attached) to the address below before April 30:

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Program

Date	Morning (8.30 – 12)	Afternoon (14 – 17)	Evening
Sunday Oct. 22		Individual arrival at Freiburg Transport from airport Stuttgart via train; airport Basel/Mühlhaus via Shuttle Service	7 – 9 p.m. Icebreaker at Forest Research Institute Baden-Wuerttemberg (FRI*)
Monday Oct. 23	Communicating Forest Science - expectations of scientists and users <i>Presentations, discussion</i> <i>Place: FRI*</i>	Obstacles of science communication - frameworks in the different parts of the world. <i>presentations, discussion</i> <i>Place: FRI*</i>	7 - 11 p.m. Social Event Guided City Tour
Tuesday Oct. 24	Developing a PR strategy for IUFRO <i>presentation, discussion</i> <i>Place: FRI*</i>	Visions for the future work of the Task Force. Developing a working plan- meeting plan <i>discussion</i> <i>Place: FRI*</i>	8 – 11 p.m. Social Event Dinner
Wednesday Oct. 25 - Friday Oct. 27	Optional Forest X Change: International Conference on Knowledge Management and Transfer detailed information (time schedule, registration...: http://www.forestxchange.org/		

* Forest Research Institute Baden-Wuerttemberg, Wonnhaldestraße 4, 79100 Freiburg