

SciCommTO Conference 2020

February 21 - 22, 2020

SCHEDULE - AT A GLANCE

Visit ryerson.ca/scicommto for the full conference schedule and speaker details.

The conference has a mix of plenary and breakout sessions. With so much great content, we are sorry that you will, occasionally, have to choose between two or more interesting sessions. Some workshops are space-limited, due to room size or workshop design. The schedule notes workshop capacity, where applicable. If you arrive to a session and find that it is at capacity, please move to another one.

If you wanted to attend a particular session but couldn't due to a scheduling conflict or capacity issues, let us know. You will have the opportunity to provide feedback about the conference both at the event and retrospectively via anonymous survey. Your feedback and support are invaluable to helping us shape a better program next time.

CODE OF CONDUCT

As this conference takes place on Ryerson University's campus, we ask that all delegates adhere to [The Student Code of Non-Academic Conduct](#).

FACILITIES

WiFi is available on site:



Network: RUSecure

Username: IKSOguest

Password: Studies@Rye2018

Washrooms - Accessible, all-gender washrooms are available at both conference locations. Note, however, that washroom access at the CUI is exceptionally limited on Friday. As such, you may wish to be strategic about your comfort breaks!

Quiet Room - Available in room CUI 314 (Friday) and ENG 105 (Saturday). Speak to a volunteer for details.

Coat Rack - An unsupervised coat rack will be available at both conference locations. Secure bag storage is not available so you may wish to travel light where appropriate.



ryerson.ca/scicommto



@SciCommTO

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Schedule - Friday, February 21

📍 Centre for Urban Innovation, 44 Gerrard Street East

- 10:00 - 11:15** **SCICOMM 101 | CUI 317**
An introduction to the who, what, where, when, why and how of science communication.
- 11:00** **REGISTRATION | GROUND FLOOR**
- 11:00 - 12:15** **SCICOMM SHOW & TELL | CUI 303**
Highlighting the amazing work of the SciCommTO Network and various science communication initiatives throughout the GTA! Meet experienced science communication presenters, content creators and artists.
- 12:30 - 1:45** **LUNCH & PANEL: IF I HAD A MILLION DOLLARS | CUI 317**
If you had a million dollars to spend on one area of Canadian science communication, what would you spend it on?
- 1:45 - 2:00** **BREAK**
- 2:00 - 3:30** **CONCURRENT BREAKOUT SESSIONS:**
- | | | | |
|--------------------|---|---|--|
| 2:00 - 2:45 | Fostering Dialogue for Public Engagement with Science (30) CUI 219 | 'Podagogy': The Power of Podcasting as a Tool for Science Communication (50) CUI 317 | The Art of Telling Better Scientific Stories (30) CUI 303 |
| 2:45 - 3:30 | Panel: Are we Selling or Selling Out Science? (35) CUI Atrium | | |
- *Numbers in brackets refer to room capacity
- 3:30 - 3:45** **REFRESHMENT BREAK | 3RD FLOOR**
- 3:45 - 4:45** **HOW TO SUCCEED IN SCICOMM | CUI 317**
Panellists share their experiences establishing careers in science communication. From consulting to writing to influencing, discover more about the unusual career landscapes in science communication, and how you can stand out from the crowd.
- 4:45 - 5:30** **SPEED NETWORKING | CUI 317**
It's like speed dating, but for building your network! A fantastic opportunity to meet lots of different people working across the science communication field. (Pro tip: bring lots of business cards!)
- 7:00 - 9:30** **SPARK AFTER DARK | SUPERMARKET, 268 AUGUSTA AVE.**
A prime opportunity for us to put theory into practice, with a diverse group of Torontonians taking the stage to get creative about the world around us in the form of spoken word, comedy, song, dance, and more!



Schedule - Saturday, February 22

📍 George Vari Eng. & Comp. Centre, 245 Church Street

8:15 REGISTRATION OPENS | GROUND FLOOR

9:00 - 10:30 PANEL: CANADA VS THE WORLD | 3RD FLOOR ATRIUM

A panel discussion exploring the state of science communication in Canada and other countries, including the UK and US. What are some of Canada's unique challenges and opportunities, and what can we learn from our peers elsewhere?

10:30 - 10:45 BREAK

10:45 - 12:45 CONCURRENT BREAKOUT SESSIONS:

	Atrium	ENG 101	ENG 102
10:45 - 11:15	Who is a Scientist? Why does it matter?	Hook, Line and Sink: How to Write a Headline	Communicating to Diverse Practitioner Audiences
11:15 - 11:45	Understanding Science Capital	Embedding Inclusive Practices in Scientific Communication	Leveraging Creative Storytelling
11:45 - 12:45	Reaching Diverse Audiences	Social Media for SciComm: Tips & Tricks	

12:45 - 1:45 LUNCH | 3RD FLOOR

1:45 - 2:30 CONCURRENT BREAKOUT SESSIONS:

	Atrium	ENG 101	ENG 102
2:30 - 2:45	Creative Solutions to Misinformation	Indigenous Knowledge and Science Communication	Interviewing: The Art of Asking Questions
2:45 - 3:45	Measuring Up: The Art of Evaluation	Visual Communication Toolkit	Communicating With Intent
3:45 - 4:00	BREAK		
4:00 - 5:00	What's Curriculum Got To Do With It?	Video Production	Scaling Your Talk