



Media workshop: 13 June 2008, Heidelberg

Programme

- 09:00 Introduction, Andrew Moore, Programme Manager for Science & Society, EMBO
- 09:15 Speaker 1: Diane Scherzler, journalist, SWR, Germany
- 10:00 Speaker 2: Andrew Moore
- 10:45 Coffee break
- 11:15 Discussion session
- 11:45 Interactive exercise: Battle of the press releases (Diane Scherzler)
- 12:30 Lunch
- 14:00 Speaker 3: Susanne Benner, Chief PR Officer, BASF, Ludwigshafen
- 14:45 Interactive exercises: "Diane Cephalon", tricks of the trade, "15 seconds" (Andrew Moore)
- 15:30 Coffee break
- 16:00 Interviews with Diane Scherzler and Andrew Moore
- 16:45 End