



# Communicating Geoscience: Building Public Interest and Promoting Inclusive Dialogue

Tuesday 4<sup>th</sup> September 2018  
*The Geological Society*

## Programme

8:00	<b>Registration and Refreshments</b>
9:00	<b>Welcome</b> Conference Convenors
<b>Session 1: Geoscience and Society</b>	
9:10	<b>KEYNOTE: Selling the Earth: geologists as marketers in an organisational rethinking of geoscience communication</b> Iain Stewart & Victoria Hurth, <i>University of Plymouth</i>
9:40	<b>Making geoscience pop: challenging preconceptions through engaging communication</b> Laura Roberts, <i>Petrotechnical Data Systems Ltd</i>
10:00	<b>Geoscience Communication: from Pupils to Engineers</b> Stephanie Zihms, <i>Heriot-Watt University</i>
10:20	<b>Refreshment Break</b>
<b>Session 2: Communication in Industry Case Studies</b>	
10:50	<b>KEYNOTE: Northern latitudes and evolving attitudes: 40 years in the Barents Sea</b> Lisa Rebora, <i>Equinor</i>
11:20	<b>Engaging with Indigenous Communities during petroleum exploration campaigns – experiences from Central America</b> Philipp Essl, <i>Essl &amp; Associates Ltd</i> & John Argent, <i>Sound Energy PLC</i>
11:40	<b>Deep geological disposal of radioactive waste: obtaining and retaining public consent</b> Jonathan Turner, <i>Radioactive Waste Management</i>
12:00	<b>Lunch Break</b>
<b>Session 3: Informing Industry through Research</b>	
12:40	<b>KEYNOTE: The Effective Communication of Challenging Geoscientific Messages</b> John Underhill, <i>Heriot-Watt University</i>
13:10	<b>Letting off steam: introducing new geothermal technology into community narratives in Cornwall</b> Hazel Gibson, <i>University of Plymouth</i>
13:30	<b>Communicating Geoscience – the shale gas experience of the BGS</b> Clive Mitchell, <i>British Geological Survey</i>
13:50	<b>Communicating Geoscience: ReFINE as a case study</b> Rachel Brown, <i>Newcastle University</i> & Anna Szolucha, <i>University of Bergen and the Polish Academy of Sciences</i>
14:10	<b>Refreshment Break</b>
<b>Session 4: Tools for Public Engagement</b>	
14:40	<b>KEYNOTE: Geo-what?</b> Jen Roberts, <i>University of Strathclyde</i>
15:10	<b>The Conversation: turning scientists into journalists</b> Stephen Harris, <i>The Conversation</i>
15:30	<b>Why Blog? The benefits of the written word for science communication</b> Jan Freedman, <i>Plymouth Museums, Galleries, Archives</i>
15:50	<b>YouTube: a Gateway to Public Engagement</b> Jack Richardson, <i>University of Birmingham</i>
16:10	<b>Panel Set Up</b>



16:20	<b>Discussion Panel</b>
	Chair: Jen Roberts, <i>University of Strathclyde</i>  Panel: Philipp Essl, <i>Essl &amp; Associates Ltd</i> Hazel Gibson, <i>University of Plymouth</i> Clive Mitchell, <i>British Geological Survey</i>
17:00	<b>Drinks Reception and Networking</b>

<b>Lower Library</b>	
Display	<b>North Sea core – a unique vehicle to communicate our geological history</b> Henk Kombrink, Lloyd's Register and Aberdeen Director for the PESGB
Posters	<b>"Geocontroversies"</b> A selection of energy related articles to encourage discussion on how petroleum geoscience is represented and communicated to the public via the news media