



EARA MEDIA TRAINING

Improving communications on your research using animals

The **European Animal Research Association (EARA)** Media Training workshop series, is specialised to meet the different communication needs of the biomedical research community.

Why should I attend? Whether you are a researcher, a veterinarian, a welfare officer, or a communications professional, our customised training formats are designed to empower you to effectively convey the complexities and necessities of animal research.

Why media training? In a time when transparency and public engagement are paramount, effective communication on the role and importance of animal research at your institution is crucial. EARA's Media Training series aims to:

- **Build confidence:** equipping you with the skills and resources to discuss your research with confidence to a diverse range of non-technical audiences.
- **Craft effective messages:** helping you develop compelling narratives of scientific achievements that resonate with the public, media, and policymakers.
- **Navigate local and global challenges:** provide strategies to engage in constructive dialogue, such as crisis situations, or when facing political or activist group scrutiny.

Join us and shape the conversation on animal research!

TAILORED SESSIONS
INTERACTIVE FORMAT
EXPERT GUIDANCE
LANGUAGE FLEXIBILITY
CERTIFICATION

- Each of our formats can be adjusted to different aspects of research, or for researchers and institutions working in specific research areas.
- Engage in discussions, practical exercises, and Q&As, online via Zoom, or in-person if requested.
- Benefit from the shared experience of seasoned researchers, communicators and peers.
- Primarily in English, with options for other languages.



MEDIA TRAINING TOOLKIT

Why? Equips participants with the essential skills needed to engage openly and effectively about animal research with a broad range of audiences, with clear key messages and arguments to overcome communication barriers.

Who? Senior and junior biomedical researchers, animal welfare and communications staff.

BASIC RESEARCH

Why? Address the challenges in discussing fundamental research, which uses animals, where there are no immediate translational objectives into treatments and communicate the value and contributions of basic research to our understanding of human health.

Who? All researchers and communications staff involved in basic animal-based science

NON-HUMAN PRIMATE (NHP) RESEARCH

Why? Address and navigate the complex public debate around research with monkeys and develop communication strategies to communicate its main purposes to the public.

Who? All researchers, welfare, and communications staff involved in NHP research.

NEW

NON-TECHNICAL SUMMARIES (NTS) WRITING

Why? Improve your skills in writing NTS, to make them effective communication tools that reflect the proposed research with clear and concise language, while enhancing public understanding beyond what is mandatory.

Who? Biomedical researchers, communicators and Animal Welfare Body members.

NEW

ANIMAL RESEARCH FOR SCIENCE COMMUNICATORS

Why? Train science communicators, with or without a science background, to accurately represent, understand and help convey to the public the role of animal research in health and medical scientific progress.

Who? Communicators from public and private research sectors.

NEW