**INSIGHTS skills training: Meeting the press**

**Timetable (preliminary)**

**Module I**
- 9.00 a.m. – 9.10 a.m. Welcome and introduction to INSIGHTS (Max Peukert)
- 9.10 a.m. – 9.40 a.m. Basics of media communication for scientists
- 09.40 a.m. – 10.25 a.m. Exercise: talking about your own project with feedback round
- 10.25 a.m. – 10.35 a.m. COFFEE BREAK

**Module II**
- 10.35 a.m. – 11.15 a.m. Best practice input and discussions
  - Scientific language vs. media language
  - Strategic communication
- 11.15 a.m. – 12.15 a.m. Exercise: interview preparation with evaluation
- 12.15 a.m. – 1 p.m. LUNCH BREAK

**Module III**
- 1 p.m. – 3 p.m. Press conference
  - Simulation
  - Feedback session
  - Conclusion