

## Communicating Animal Research

IMM, 31<sup>th</sup> of January 2014

### Program

Session 1	Auditório 52	Speaker
09:00	Opening	
09:00– 10:00	Standing up for Science	Tom Holder
10:00– 11:00	The Basel declaration: Increasing openness and trust in animal experimentation	Rolf Zeller
11:00 – 11:15	Coffee break	
11:15 - 12:15	Communicating animal research in Portugal – Current scenario and future directions	Nuno Henrique Franco
12:15 – 14:00	Lunch	
Session 2	Auditório 52	Speaker
14:00 – 14:30	How to effectively communicate animal research	Tom Holder
14:30 -15:30	Practical assignment 1	Tom, Rolf, Nuno
15:30 – 15:45	Coffee break	
15:45 – 16:45	Practical assignment 2	Tom, Rolf, Nuno
16:45 – 17:15	Openness in animal research: an example from Switzerland	Rolf Zeller
17:15 – 17:30	Final discussion	Tom, Rolf, Nuno

#### Speaker affiliation:

Tom Holder – Understanding Animal Research (UK); Speaking of Research (US)

Rolf Zeller – University of Basel (CH); The Basel Declaration Society (CH)

Nuno Henrique Franco – IBMC, Porto