

2017 Communications Workshop ‘How best to communicate the revised SI?’

17 and 18 October 2017 at CMI, Prague (Czech Republic)

Preliminary PROGRAMME

Tuesday, 17 October 2017

09h30 – 10h00 **Registration and coffee**

10h00 - 10h30 **Welcome and introduction**
Peter Kiska – CMI Project Management
Anne Trumpfheller – EURAMET Communications

10h30 - 11h00 **The revised SI – A metrological point of view**
Dominik Pražák – CMI Department of pressure, vacuum and low mass flow

11h00 – 11h30 **Process of the revision of the SI (tbd)**

11h30 – 12h00 **BIPM Brand Book ‘Future Revision of the SI’**
Abigail Stone – NPL Communications

12h00 – 13h00 Lunch break

13h00 – 15h00 **Workshop: How to convey the new SI at school**
Imke Frischmuth, Erika Schow, Jens Simon – PTB Communications

15h00 – 15h30 Networking coffee break

15h30 – 16h30 **Best practice examples (tbd)**

16h30 – 17h15 **Wrap-up / outlook second day**

Wednesday, 18 October 2017

9h00 - 10h30 **Plans for future SI promotion**
All

10h30 – 12h00 **Practical session on how and when to communicate the future revision of the SI**
Tbd: Parallel sessions for different topics / channels: e.g. press releases, social media content, video footage, pictures, teaching staff

12h00 – 13h00 Lunch break

13h00 - 14h30 **Practical session continued**

14h30 - 15h00 Networking coffee break

15h00 - 16h00 **Presentation of results from practical sessions**

16h00 - 16h30 **Wrap-up / closure of the meeting**

Information and registration: <https://www.euramet.org/event-commsworkshop2017>