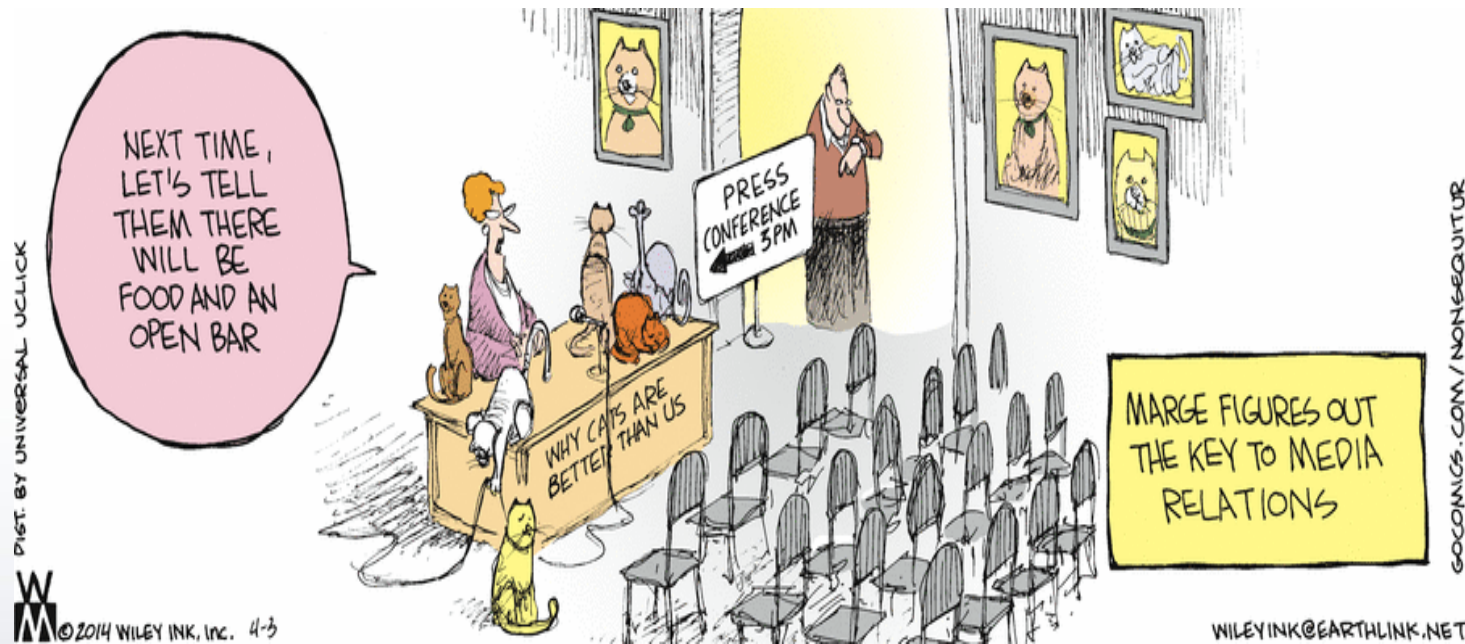


4th Practitioners Meeting
Prague, 10-12 September 2014

Communication and Impact Strategies for TA projects



PACITA

Context

- PACITA: four practitioners meeting (finding the issue, selecting the method(s), involving actors, communicating the results)
- Communication is in the very essence of Technology Assessment
- TA can be understood as a communicative approach.
- Workshop will focus on communicating about TA as part of an impact strategy.
- What is an impact?

What are we going to do the next 3 days?

- Have an exchange of experience and ideas
- Get new knowledge from other experiences, so that we can use this knowledge in our work as project managers or communication officers.
- Brainstorm on new modes of communication, e.g. social media
- Do some networking
- ... and have fun!

How are we going to work?

- 3 Group activities (sharing knowledge and experience, collaborative work, brainstorming)
- Plenary sessions with keynotes, presentation of the results of group activities and general discussions



PACITA

Facilitators

- Danielle Bütschi – TA-SWISS (task leader for practitioners meeting)
- Lenka Hebakova – TC ASCR (Host of the workshop)
- Marie-Louise Jorgensen – DBT (PACITA coordinator)
- Mahshid Sotoudeh – ITA (PACITA WP3 leader)