



FOOD SCIENCE PHD RESEARCH LEADERSHIP AND COMMUNICATION II EDITION

1-6 October 2023

Parma

"Emilia-Romagna Food Science Advanced
Doctoral Training Programme"

PROGRAMME

1st September - 30th September

Warm Up online

1st October

h. 20:30 Welcome dinner and Opening of the School

2nd October

"Science Communication and Storytelling"

- h. 9 Evidence-based science communication practices for impact - Carlos Abundancia, EUFIC
- h. 13 Lunch
- h. 14 How to capture the interest of your audience through storytelling - Giulia Gaggiotti, EUFIC
- h. 17.30 End of lessons
- h. 21 Scientific after dinner

3rd October

Find your way on social media

- h. 9 Leadership through communication. Online reputation and editorial plan - Barbara Sgarzi, Journalist and Digital Media Expert
- h. 13 Lunch
- h. 14 Social Media Crisis Management - Antonella Losa, Nutrition Communication Expert
- h. 16 End of lessons
- h. 20 Scientific after dinner: who wants to be an influencer?

4th October

Laying Foundations for Transformative Leadership

- h. 9 Understanding leadership and oneself - Sumantra Ray, NNEdPro Global Centre for Nutrition and Health
- h. 13 Lunch
- h. 14 Translating knowledge into action - Pauline Douglas, NNEdPro Global Centre for Nutrition and Health
- h.18 End of lessons
- h.20 Scientific Dinner

5th October

Food design in a company setting: a journey in the real life

- h. 9 Principle of consumer drive food design - Vincenzo Fogliano and Elena Giovanna Vittadini, Wageningen University
- h. 11 Group work
- h. 13 Lunch
- h. 14.30 Group work
- h. 17.30 End of lessons
- h. 20 Scientific after Dinner

6th October

Food design in a company setting: a journey in the real life

- h. 8 Food ingredient functionality in product developmen - Vincenzo Fogliano and Elena Giovanna Vittadini, Wageningen University
- h. 10 Group work
- h. 12.30 Ethic dilemmas in food industry - Vincenzo Fogliano and Elena Giovanna Vittadini
- h. 13.30 Lunch
- h. 15 Closing session

7th - 20th October

Follow Up online

Information: advancedstudies@unipr.it