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