



Conference: Novel Channels of Communication For Promoting Advanced Light Sources

September, 10, 2018
Magurele, ROMANIA
ELI-NP Conference Room

AGENDA

8.30-9.00	Access and registration of the participants
9.00-9.45	Opening Session <ul style="list-style-type: none">➤ Acad. Nicolae Victor Zamfir, Director General IFIN HH - ELI-NP – Public Communication – The Priority for ELI-NP➤ Ministry of Foreign Affairs (tbc) – Advanced Research – a real dimension of the modern public diplomacy➤ Representative of the Ilfov County (tbc) – The local community needs and deserves to know about ELI-NP achievements and plans➤ Prof. Kazuo Tanaka, Scientific Director, ELI-NP – There is a need for the scientists to communicate with the public and the business community? What influence have cultural differences?



9.45-11.15	<p style="text-align: center;">SESSION I</p> <p>The novel channels of communication opened by ELI-NP and the partners</p> <p>Moderator: Federico Canova, ELI DC</p> <ul style="list-style-type: none"> ➤ Dragos Seuleanu, CEO, Magurele High Tech Cluster – Novel Channels of Communication Developed by ELI-NP ➤ Bilateral Chambers of Commerce and Industry <ul style="list-style-type: none"> ○ Germany - Romania ○ JETRO Romania (Japan) ○ United Kingdom - Romania ○ Switzerland - Romania ➤ Ethnic groups: <ul style="list-style-type: none"> ○ The Federation of the Jews Communities from Romania & B'nai B'rith Romania ○ Tova Ben Nun-Cherbis, President, Ronald S. Lauder Romania and President of the Educational Group of the Foundation ➤ Dr. Marian Zamfirescu, head of 1 PW laser, National Institute for R&D for Lasers, Radiation and Plasma Physics - Advanced Research is Embracing Arts – Laser Sculpture ➤ Representative of ELI-NP (Raluca Stoicea) (tbc) - World Exhibition Astana 2017 – One year later ➤ Andreea Marin, Journalist, Radio Romania News – INNOGATE – A Communication Platform Created by ELI-NP for Advanced Light Sources Research and the Affiliats
11.15-11.45	Coffee break
11.45 – 12.45	<p style="text-align: center;">SESSION II</p> <p>The new role of the public broadcasting in developing Europe based on advanced research – advanced light sources</p> <p>Moderator: Dr. Dan Preda, Director, Radio Romania News Channel</p> <ul style="list-style-type: none"> ➤ Dr. Calin Ur, Head of Research Area, ELI-NP – It is necessary a partnership with media? ➤ Georgica Severin, President – Director General, Radio Romania (tbc) – A new role of the public European broadcasters – promoting social, cultural and economic development based on advanced



	<p>research</p> <ul style="list-style-type: none"> ➤ Corina Negrea, Journalist, Radio Romania Cultural Connecting high power lasers research with other European and International fields of research for the Romanian audience ➤ European Broadcasting Union (tbc) – Radio Romania – ELI-NP experience could become a new trend for public broadcasters ?
12.45 - 13.30	<p style="text-align: center;">SESSION III</p> <p>Moderator:</p> <ul style="list-style-type: none"> ➤ M. Vich, ELI-BL -the VR system to visit the laboratories ➤ A representative of EU-XFEL - The open day activities ➤ A representative of ELI-ALPS PR team (Mariann REDA?) -
13.30-14.30	Lunch
14.30-15.15	Visit of the ELI-NP Facility
15.15-16.15	<p style="text-align: center;">SESSION IV</p> <p style="text-align: center;">Round Table: Communication with the citizens and the industry has to be part of the Advanced Research's DNA?</p> <p>Moderator: Alexandru Mironov, President, Romanian Association of the Scientific Journalists</p> <p>Panelists:</p> <ul style="list-style-type: none"> ➤ Prof. Dimiter Balabanski, Head of Research Area, ELI-NP ➤ Dr. Dan Preda, Director, Radio Romania News Channel ➤ Dan Ghita, Technical Director, ELI-NP ➤ Representative of ELI ALPS ➤ Representative of ELI-BL ➤ Mihai Iovea, Director General, ACCENT PRO 2000, Romania <p>Topics:</p> <ul style="list-style-type: none"> • The ELI-NP's researchers are happy with this public exposure? • The reserachers are researchers or communicators?



	<ul style="list-style-type: none">• Who are the beneficiaries of the communication process?• What are the brands of the extreme light research?• What media are interested in advanced research?
16.15-16.30	Conclusions & Action Plan based on the conference debates