



CHEMISTRY COUNCIL OF NEW JERSEY'S

SCIENCE & RISK COMMUNICATION WORKSHOP

OCTOBER 1, 2019

9:00 AM-3:30 PM

SOLVAY USA | 504 CARNEGIE CENTER, PRINCETON, NJ

As the public becomes increasingly concerned about chemicals and their impact on their personal safety and the environment, the chemistry industry needs to do a better job of communicating risk and science to the public. This is no easy task.

The [2019 Edelman Trust Barometer](#) saw an increase in news engagement by the public, but also a big disparity in trust levels between the informed public and “the far-more-skeptical mass population.”

While there is no panacea for how we should communicate science and risk to the public, perhaps by getting communications professionals together to discuss challenges and how to address them, review best practices, and have an open dialogue may help companies make better decisions on how it communicates science and risk to the public.

This workshop, hosted by Solvay USA and the Chemistry Council of New Jersey, will give attendees an opportunity to learn and share information and insight on how we as an industry can do a better job communicating science and risk.

Who should attend? Communication professionals, plant managers, product managers, researchers, public affairs and government affairs professionals, and any industry professional seeking to improve how they communicate information to the public.

WORKSHOP PROGRAM

9:00 AM	9:30 AM	Registration & Networking – Light Refreshments Will Be Served
9:30 AM	10:30 AM	AAAS Communication Toolkit: A Framework for Sharing Science Tiffany Lohwater , Chief Communications Officer, American Association for the Advancement of Science
10:30 AM	11:30 AM	Process of Understanding How the Public Views Risk & What Information They Want Ann Green , President, Ann Green Communications Marysue Knowles , Director of Training & Sr. Consultant, Ann Green Communications
11:30 AM	12:00 PM	POINT OF VIEW: Research & Application William K. Hallman, PhD. , Professor/Chair, Department of Human Ecology Rutgers University
12:00 PM	1:00 PM	Lunch & Networking
1:00 PM	1:30 PM	POINT OF VIEW: Chemistry Industry and Communications Roberto “Bob” Nelson , Head of Site Communications & Community Relations & STEM Education – North America, BASF
1:30 PM	2:30 PM	Developing Your Message Meghan Gross , Vice President, Pierpont Communications
2:30 PM	3:30 PM	Best Practices: Panel Discussion David Klucsik, Head of Risk Communications, Solvay

Pre-registration required. Onsite registration not available for this workshop.