

# Workshop on Value Communication, Munich, 03.-04.11.2011

## DAY 1:

9.00: Welcome and Introduction (Krczal/Schleissing)

9.30-12.00: thematic section I: Risk technologies and public perception

9.30-10.15: talk: Ortwin Renn (Stuttgart)/Jürgen Hampel (Stuttgart)

10.15-10.45: Discussion

10.45-11.15: Coffee break

11.15-12.00: workshops in small groups with specific tasks (to be identified)

12.00-13.30: lunch break

13.30- 16.30: thematic session II: Communicating values and novel bio-technologies and trust

13.30-14.00: talk: value-communication: Michael Siegrist (Zürich), Heinz Gutscher (Zurich)

14.00-14.30: discussion

14.30-15.00: talk: The problem of trust: Frank Meijboom (Utrecht)

15.00-15.30: discussion

15.30-16.30: workshops in small groups with specific tasks (to be identified)

16.30-17.00: break (finger food)

17.00-19.00: thematic session III: outline of a communication strategy

17.00-18.00: workshops in small groups

18.00-18.30: presentation of results

18.30-19.00: discussion and integrating results

19.00-20.00: break

20.00-23.00: dinner in (center of Munich)

**DAY 2:**

9.00-9.30: Presentation of first results (Krczal/Grimm)

9.30-10.00: brainstorming: new ideas and inputs

10.00-12.00: thematic section IV: Communication strategies and channels

10.00-10.30: talk: consumer psychology: Joachim Scholderer (DK)

10.30-11.00: discussion and integrating the inputs into the outlined communication strategy

11.00-11.30: talk: media communication: Guido Nicolosi (I)

11.30-12.00: discussion and integrating the inputs into the outlined communication strategy

12.00-13.00: lunch break

13.00-15.00: session V: tying up loose ends

13.00-14.-30: development of an overall communication strategy

14.30-15.00: decisions on corner posts of the future communication strategy

15.00-15.30: any other matters

15.30: end of workshop/meeting