

Pre-conference Workshop at the *Europe Biobank Week 2018* in Antwerp, Belgium

09:00 – 12:30 on September 4th, 2018

Workshop 1: From engagement to commitment: science communication strategies and tactics to create a social media biobanking community.

Workshop format: Hands-on

Workshop Organizers: Francesco Florindi (BBMRI-ERIC)

Workshop Abstract:

The importance of the role of biobanks is increasing steadily: the promises of personalised medicine cannot be delivered without high quality, connected biobanks. To this emerging role corresponds a growing duty to communicate biobanks' work in an understandable way for lay people and policymakers, to increase and nurture the patients/citizens trust necessary for the survival and development of biobanking.

The workshop will provide participants with communication best practices and experiences from the biobanking world, and a hands-on training on the use of social media in science communication.

Keynote speakers will share their experience in science communication, both related to biobanking and other scientific fields. The hands-on training will focus on the use of social media as both the main communication channel to leverage interest into biobanking, and as the main platform where to build an active and committed biobanking community online.