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COMMUNICATING GEOSCIENCE

**Lessons learned from engaging with the media,
elected representatives and communities**

George Moore Theatre, O'Brien Centre for Science, UCD
28th February 2014



Session 1

Chair Dr Marie Cowan *PGeo*, GSNI and IGI Board member

09:15 – 09:50 **How to Engage the Media and Build Public Perception of Geoscience**
Sonya Cassidy, Director, Cassidy PR

09:50 – 10:20 **Successful political engagement: a unique insight**
Conall Mc Devitt, Associate Partner, Hume Brophy

10:20 – 10:50 **INGV terremoti: communicating earthquakes in a 2.0 world**
Alessandro Amato, former Head of Italian National Earthquake Centre

10:50 – 11:10 Questions and Answers

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11:10 – 11:30 Tea & coffee
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This award winning PR practitioner, who has been recognised by the Chartered Institute of Public Relations and the Public Relations Institute, develops, executes and evaluates communication strategies and crisis plans for clients in the public, private and voluntary sectors across Ireland and Great Britain.

Her client portfolio over the last twenty years includes the British Geological Survey (BGS), the Geological Survey of Northern Ireland (GSNI), Dalradian, National Children's Bureau, SHS Group, Gaelectric, Northern Ireland Tourist Board, Tourism Ireland, Firstsource Solutions, Down Royal Racecourse and IKEA.

Sonya has specialist skills in marketing, communications, corporate PR, training, crisis management, public information and behavioural change.

Sonya has a First Class BSc Honours in Communication, Advertising and Marketing from the University of Ulster at Jordanstown and a diploma in Executive Management.

**Conall McDevitt,
Associate Partner
Hume Brophy**

Biography



Conall McDevitt is an Associate Partner at Hume Brophy, one of Europe's leading independent government affairs, corporate and financial communications consultancies with offices in Dublin, London, Brussels, Paris and Singapore.

He is a former SDLP MLA for South Belfast and party spokesperson on health and policing.

Conall McDevitt has 20 years experience of strategic communications, politics and public affairs in the UK, Ireland and Brussels. He served as the SDLP's Director of Communications during the Good Friday Agreement talks in Northern Ireland, as a special adviser to the Minister for Agriculture and Rural development during the first power sharing government and as a Member of the Legislative Assembly (MLA) and the SDLP's leadership team in recent years.

His private sector career includes; Communications Manager at Viridian Group PLC, Senior Account Director for Fleishman Hillard and Managing Director (NI) of Weber Shandwick from 2006 to 2010. His work was acknowledged with a European Public Relations Award and numerous CIPR and IPR awards.

Dr Alessandro Amato
Director of the Italian
National Earthquake
Centre

Biography



B.Sc Geology (1982); Ph.D. in Geophysics, University of Rome (1987)

- Research fellow at the USGS, Menlo Park, CA (USA) 1988
- Researcher at ING / INGV since 1988
- Research Director at INGV (2000-present)
- Director of the Italian National Earthquake Center, INGV (2001-2007 and 2012-2013)
- Member of the Scientific Committee of the Gruppo Nazionale di Vulcanologia (1998-2001)
- Member of the Commissione Grandi Rischi of the Prime Minister Office (2001-2004)

Scientific interests:

1. Seismotectonics of Italy: analysis of earthquake sequences, studies on the present stress field, research on earthquakes and structure in subduction-collision zones.
2. Seismic tomography studies: studies on fault zone structure, volcanic and geothermal areas, lithosphere-asthenosphere system.
3. Volcano-seismology: earthquakes and structure in volcanoes, ground deformation.

Session 2



Chair Dr Deirdre Lewis *PGeo*, SLR Consulting Ireland and IGI Past President

- 11:30 -11:45 **Successful stakeholder engagement for a regional geoscience project: the award-winning Tellus Border communications campaign**
Mairéad Glennon *PGeo*, GSI and IGI Board Member
- 11:45-12:00 **Private sector case studies**
Séan Finlay *PGeo CEng*, Director, Geoscience Ireland, Chair IMQS
- 12:00-12:15 **Making the right smoke signals: lessons in media engagement - the Moytirra black smoker case study**
Professor Andy Wheeler, University College Cork
- 12:15-12:30 Questions and Answers
- 12:30-12:35 **Closing remarks**

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12:35

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Ends
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**Mairéad Glennon,
Assistant Project
Manager ,Tellus
Border Project
Geological Survey of
Ireland**

Biography



After completing a B.A. in Natural Science (Trinity College Dublin) and M.Sc. in Applied Hydrogeology (Newcastle University), Mairéad worked as a hydrogeologist with URS Ireland Ltd in Dublin on contaminated land and groundwater projects. Now an independent consultant, Mairéad works for the Geological Survey of Ireland on the Tellus Border project and previously as Project Geologist on the Dublin Soil Urban Geochemistry project, producing Dublin's first urban soil geochemical baseline. Mairéad is a non-executive Director and Professional Member of the Institute of Geologists of Ireland, secretary of Earth Science Ireland and a founding committee member of the Ireland Brownfield Network.

Mairéad assists in the management of the EU INTERREG IVA-funded Tellus Border work programme and associated research which have a wide range of cross-border geoscientific objectives. Mairéad also manages an award-winning programme of outreach and stakeholder engagement for Tellus Border.

Séan Finlay
Geoscience Ireland,
Director – Business
Development

Biography



Sean Finlay is a Professional Geologist and a Chartered Engineer.

He has 40 years experience in Project Management, leading multidisciplinary teams implementing mining, waste management and infrastructural projects.

Sean was appointed Director–Business Development of GEOSCIENCE IRELAND in September 2012. Prior to that he was a director of TOBIN Consulting Engineers. His experience includes Executive and Non-Executive Directorships of a number of public companies including Celtic Resources Holdings Plc., Glencar Mining Plc., Aurum Mining Plc. and more recently Teknomining plc. He also served as Chief Exploration Geologist at Tara Mines Ltd., Navan, Co. Meath.

He was President of the IMQS in 2009 and 2013.



Professor Andy Wheeler holds the Chair in Geology in University College Cork (UCC) is the current Head of Geology and Principle Investigator for Marine Research in the Environmental Research Institute (UCC).

As a marine geologist, Prof. Wheeler has led numerous scientific cruises in both shelf and deep-water settings. He is interested in contemporary seabed sedimentary processes and environmental archives, and is an expert on the geology of cold-water coral reefs.

He is an advocate of informing the public about scientific discoveries and his research and ideas have been presented on television (National Geographic, RTE1) radio (Morning Ireland, Mooney Goes Wild, Newstalk, Today FM, etc), newspapers (USA Today, Irish Times, Irish Examiner, etc.) and science magazines.



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