

Workshop: Political Advocacy for Brain Research

Wed 17th April 1.40-3.30pm
Convention Centre, Dublin

Dementia and Neurodegeneration Network Ireland (DNNI), in partnership with the Irish Brain Council, are hosting a workshop on *Political Advocacy for Brain Research*. In an environment of limited research funding and competing demands from other research areas, it is vital that researchers have the knowledge and skills to be able to engage in effective political advocacy, in order to maximise funding for their area of research. This workshop will help researchers to develop the relevant skills for engagement with the political system in Ireland.

Workshop Aim: To enhance researchers' knowledge and skills in the area of political advocacy so that they can effectively advocate for resources/funding for research.

Outline Programme

- Introduction to Science Advocacy – what it is and what it isn't
- Telling your story – Elevator pitch; relating your research to the bigger picture
- Engaging with public officials – mechanics of meeting with government; what to prepare
- Goals of meeting with public officials and expectations
- Construction of a meeting
- Gauging impact of meeting and follow-up
- Engaging the community as partners
- Elevator pitch and other role-playing exercises

Facilitated By: Dr. Haung Yu, Assistant Professor, Taub Institute for Alzheimer's Disease Research, Department of Pathology and Cell Biology, Columbia University, New York. Dr. Yu is a past member of the Government and Public Affairs Committee, Society for Neuroscience and founder of brainNY, Greater NYC SfN Chapter.

For part of the workshop Dr. Yu will be joined by Ruairí de Búrca, Assistant Secretary-General, Department of Foreign Affairs and Trade. Ruairí will provide an insight into effective political advocacy and some of the pitfalls to avoid.

The workshop is free for BNA2019 Festival attendees. For those not attending the Festival, tickets can be purchased for £45 at: <https://abbey.eventsair.com/bna-2019-festival-of-neuroscience/politicaladvocacyforbrainresearch>

Tickets for all Wednesday's sessions and the satellites can be purchased for £110 at: <https://abbey.eventsair.com/bna-2019-festival-of-neuroscience/wednesday>

A meeting will take place immediately after the workshop (3.30-4.30pm) titled 'Lessons & Perspectives on Advocacy in Neuroscience'. There will be 4 presentations followed by a panel discussion - attendees of the workshop are welcome to attend this meeting.