



PROGRAM

KAST-ASM-INS-AIAP International Symposium on “*SHER Communication in Asia with a Special Focus on Science Festivals*”

15 – 16 October, 2014

Indian National Science Academy (INSA), New Delhi, India

[Day 1] Wednesday 15 October 2014

Time	Contents
08:40 – 09:00	Registration
<i>Moderator: Yoo Hang Kim (AASSA / KAST)</i>	
09:00 – 09:20	Opening Ceremony - Opening Remarks Sung Hyun Park (President, Korean Academy of Science and Technology) - Welcoming Remarks Raghavendra Gadagkar (President, Indian National Science Academy) - Congratulatory Remarks Volker ter Meulen (Co-Chair, IAP-the global network of science academies)
09:20 – 09:30	Photo Session
Session 1 : Science Festivals <i>Chair: India</i>	
09:40 – 10:00	Kuala Lumpur Engineering and Science Fair (KLESF): A Students’ Interest in Science and Technology Enhancement Program - Hong Lee Pee (ASEAN Academy of Engineering and Technology)
10:00 – 10:20	Science Festivals in Korea - Doe Sun Na (Korean Academy of Science and Technology)
10:20 – 10:40	Festivals and events for science communication: Experiences from Singapore - Subramaniam Ramanathan (Singapore National Academy of Science)
10:40 – 11:00	Coffee Break
Session 2 : Science Festivals <i>Chair: Malaysia</i>	
11:00 – 11:20	PhI NSTW: Celebrating Science in Everyday Life - Aristotle P. Carandang (Science and Technology Information Institute, Department of Science and Technology)
11:20 – 11:40	Emerging Science and Technology Communication through National and International Festival - Finarya Legoh (The Agency for Assessment & Application of Technology (BPPT))
11:40 – 12:00	Science (SHER) communication in the National Science and Technology Fair, Thailand - Aphiya Hathayatham (Information Technology Museum, National Science Museum)
12:00 – 12:20	Indonesia ICT Awards (INAICTA) - an Approach for National Science and Technology



	Communication - Menhariq Noor (Ministry of Communication & Information Technology, Indonesia)
12:20 – 13:40	Luncheon
Session 3: Small Group Discussions <i>Chair: Aphiya Hathayatham (Information Technology Museum, National Science Museum)</i>	
13:40 – 15:55	How to Evaluate Science Festivals - Sung Kyum Cho (Chungnam National University)
14:00 – 16:10	Brainstorming about Science Festivals - How can we evaluate science festivals? - How will we know if a festival is successful? Make a checklist for evaluators. - How can we make a science festival successful? Make a checklist for festival organizers to use when planning their festival in order to ensure its success.
16:10 – 16:30	Coffee Break
Session 4: Communication Methods <i>Chair: Sung Kyum Cho (Chungnam National University)</i>	
16:30 – 16:45	The Penang Grassroots-Science Story - Chin Soon Teoh (DreamCore Technologies Sdn Bhd & DreamCatcher Consulting Sdn Bhd)
16:45 – 17:00	Significance of Science Day in Nepal - Sanat Kumar Sharma (B.P. Koirala Memorial Planetarium, Observatory and Science Museum Development Board)
17:00 – 17:15	Television as a Medium of Science Communication - M Shamsheer Ali (Bangladesh Academy of Sciences)
17:15 – 17:30	When Science Meets the Public: Bridging the Gap - Pallava Bagla (New Delhi Television (NDTV))
Session 5: From Scientist to the Public <i>Chair: Korea</i>	
17:30 – 17:45	“Mobilizing” Science through Youths - Normi Mohd Yahaya (Young Scientists Network-Academy of Sciences Malaysia (YSN-ASM) / Universiti Putra Malaysia)
17:45 – 18:00	Cultivation of Opinion Leader in SHER communication: A case study on Scientists and Media Face to Face - Nian Zheng (China Research Institute for Science Popularization (CRISP))
18:00 – 18:15	Pebble, Ripple and the Wave - Dorairajan Balasubramanian (L. V. Prasad Eye Institute)
19:00 – 21:00	Dinner



[Day 2] Thursday 16 October 2014

Time	Contents
Session 6: Keynote Speech and Discussion	
<i>Hak-Soo Kim (Chair, Organizing Committee)</i>	
09:00 – 10:30	1. Keynote Speech: Asian Imperatives for Communication of SHER (Science, Health, Environment, Risk) 2. Discussion: How to Implement SHER Communication in Asia in the future
10:30 – 10:50	Coffee Break
Session 7: Controversies and Challenges	
<i>Chair: TBD</i>	
10:50 – 11:05	Failures of Science Communication: Sri Lankan Chronic Kidney Disease - Vijaya Kumar (National Academy of Sciences of Sri Lanka)
11:05 – 11:20	When Science Hits the Headlines: Managing Public Reaction during Scientific Controversies - Noor Asmaliza Binti Romlee (Academy of Sciences Malaysia)
Session 8: Science and the World	
<i>Chair: TBD</i>	
11:20 – 11:35	Appreciation of Science and Technology in National Development - Khairul Anuar Bin Abdullah (MAHSA University / Academy of Science Malaysia)
11:35 – 11:50	International Cooperation in Science Communication: the Case of FEB RAS - Grigory I. Dolgikh (Far Eastern Branch of the Russian Academy of Sciences)
11:50 – 12:05	(TBD) - Sitha Phouyavong (Prime Minister's Office / National Authority for Sciences and Technology, Laos)
12:05 – 12:20	Closing Remarks - Hak-Soo Kim (Chair, Organizing Committee / Korean Academy of Science and Technology / Sogang University)
12:20 – 13:30	Lunch
18:00 – 19:30	Cultural Programme
19:30 – 21:00	Dinner