

ESOF2010 Newsletter #4

ESOF2010 Preliminary Programme launched at the AAAS Annual Meeting in San Diego

ESOF2010 Preliminary Programme was officially announced to the press and the attendees on February 20 during AAAS 2010 Annual Meeting in the San Diego Convention Centre.

Peter Agre, President of the AAAS, and Albert H. Teich, Director of Science & Policy Programs of the AAAS and member of the ESOF2010 Programme Committee, introduced the ESOF2010 presenters: Enrico Predazzi, ESOF2010 Champion, and Luigi Civalleri, Scientific Programme Coordinator.

AAAS (American Association for the Advancement of Science) annual meetings are outstanding events in the international scientific world. Hundreds of participants visited our booth at the Exhibition to gather information on the programme highlights and registration procedures, and to get to know host city **Torino**.

The **Preliminary Programme is now available online** at <http://www.esof2010.org/schedule>



Registrations

Registrations are open from January 15. You can register directly at <http://www.esof2010.org/registration>

Special rates are available for individuals under 35, teachers, Euroscience members, groups of 20 people, and early registrants (by May 31). Speakers, organizers, moderators and press members will be admitted free of charge. Registered journalists will benefit from a dedicated press area.

Exhibition

The ESOF2010 Research&Innovation Exhibition will be a perfect venue to present your activities, products and services: ESOF2010 aims at attracting a diverse audience from all scientific disciplines, journalists, policy-makers, science communicators, and managers.

Many prominent institutions – such as the Swedish Research Council, the Swiss National Science Foundation, the Nanjang Technological University and the Aarhus University, the Karolinska Institut, EIROforum and *Science* – already confirmed their presence at our exhibition.

In the Exhibition menu you will find all information you need to participate. Do not miss the opportunity of becoming an ESOF2010 exhibitor!



Speed Dating registrations open

The registrations for the **ESOF2010 European Research&Business Speed Dating** are now open. The Speed Dating, which will take place on **July 6**, is a partnering event organised in co-operation with the Torino and the Piemonte Chambers of Commerce in the framework of the Enterprise Europe Network. These **one to one meetings** are a unique opportunity for companies, research centres and universities to meet potential partners for research projects, cooperation agreements and technology transfer.



ESOF2010 Internet Platform for young researchers

The ESOF2010 Internet Platform for young researchers will be launched on March 12 during the Workshop "Open Science - Science 2.0" at the EURODOC Annual Conference in Vienna (<http://eurodoc2010.doktorat.at/>).

This innovative platform will feature on line debates, consultations and collaborative document writing among young researchers, with the aim of pre-discussing the Career Programme themes and gathering opinions from those who will not be able to attend ESOF2010.

Site visits

The site visits will offer direct contact with industrial and research top centres.

The programme will include two day trips: on **July 8** to the **CERN** in Geneva (on the French-Swiss border) and on **July 9** to the **JRC** in Ispra (Lago Maggiore, about 2 hours from Torino). All other site visits will be in and around Torino.

The complete programme and the relevant costs will soon be available on http://www.esof2010.org/programme/site_visits

When registering for ESOF2010 you may express your interest in site visits.



ESOF2010 communication campaign

ESOF2010 just launched a new communication campaign, featuring a new visual identity together with the claim *Science is in the air*. The campaign conveys youth, freshness and the message that ESOF2010 in Torino is accessible to all – the city skyline can be seen in the background.



Harold Kroto in streaming on ESOF2010 website

On **March 9**, **Sir Harold Kroto**, 1996 Nobel Prize for Chemistry and Honorary Chair of ESOF2010 Steering Committee, will meet young people in Torino on two different occasions.

In the morning, Sir Harold will meet over 1500 high school students, and he will tell them that becoming a scientist and working in scientific research is "the best way to make a contribution to mankind". The lesson will be streamed live on the ESOF2010 website at **10.00 a.m. (CET)**.

In the afternoon, Sir Harold will entertain over 300 primary school kids with his Buckyball workshop. This activity was designed by Kroto himself after the discovery of the C60 molecule. The shape of these molecules, similar to football balls, gave him the idea for this fascinating scientific game, involving students and their teachers. Members of the Juventus F.C. team will be present.

