

NAMES 2108 Conference | Alexandria Planetarium Science Centre | RED HALL | 24th October 2018 | 16.30-18.00 | Caola.ppt

Session:

COMMUNICATION 360°

360°C...

Right Temperature for Cooking?

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MUSE – Italy | Head of Communication, Int'l collaboration & PR



What I will talk about:

- ✿ the basic ingredients for successful communication
- ✿ no recipe is granting excellent results
- ✿ case histories



MUSE Science museum

See  YouTube
Muse Trento 10



The successful recipe



Cucumber and Fennel Salad

Cut the tops off the fennel bulbs and discard. Trim off the fronds and reserve. Finely chop the stalks. Cut the fennel bulb in half, cut out the tough core, and finely slice the bulb; use the fronds, chopped stalks, and sliced bulb in a large bowl. Add the cucumbers, chopped onion, and lemon juice, and season with salt and pepper. Toss to combine, and refrigerate for 10 minutes before serving.

Serves 4

1 large fennel bulb
1 or 2 medium cucumbers,
finely sliced
1 small onion and juice of
1 lemon
Olive oil
Salt and freshly ground black
pepper

Spidskål (Cabbage Salad)

Toast the sesame seeds in a medium skillet over medium heat, stirring constantly, until light golden, about 5 minutes.

Remove and discard as many damaged leaves from the exterior of the cabbage as necessary. Cut the cabbage in half and remove and discard the core. Finely chop the cabbage and place it in a large bowl; season with salt and pepper.

Whisk the vinegar and mustard together in a medium bowl. While whisking steadily, drizzle in the olive oil. Season with salt and pepper and drizzle over the cabbage. Toss to coat. Add the sesame seeds and toss to coat once again. Serve.

Serves 6

¼ cup (20 ounces/70 grams)
sesame seeds
1 medium head green cabbage
Salt and freshly ground black
pepper
3 tablespoons (45 milliliters) and
more vinegar
2 tablespoons (30 grams) Dijon
mustard
¼ cup (120 milliliters) olive oil

COPENHAGEN, DENMARK

MUSE₄

Exhibition on Human Genome Communication campaigning & press office

[Success](#) (online)

[Corsera](#) (online)

Genoma umano
quello che ci rende unici

Non perdere l'inaugurazione:
23 febbraio 2018, ore 17.30

Mostra aperta fino al 6 gennaio 2019

www.muse.it f t i y

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Research Outcome

Megachirella: the «mother» of all Lizards

Press office

Success [\(online\)](#)



Special event for adults only Communication & Marketing campaigning

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Notte al MUSE

Incontri del terzo tipo
(V.M. 18 anni)

Vieni a dormire in museo

Prenotati ora su muse.it
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Exhibition on Mathematics communication & press office

Failure



MadeinMath
Scopri la matematica
del mondo

Inaugurazione:
26 febbraio 2016
ore 16.30

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La mostra è progettata dall'Associazione Maternity in collaborazione con:
Centro matematico dell'Università degli Studi di Milano e dell'Università degli Studi di Trento, Centro PRISTEM dell'Università Bicconi di Milano

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Si ringrazia:

MUSE - Museo delle Scienze Corso del Lavoro e della Scienza, 3. 38122 Trento

Little lesson learned

Good quality ingredient

+

Competent & motivated
cooking brigade

=

good communication



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Keep people “hungry”



Conclusion:

the cooking brigade makes the reputation of the meals served in the restaurant



How?



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ITALY

A wide-angle, high-angle photograph of a large, multi-level museum atrium. The space is filled with taxidermy displays, including large mammals like deer and moose with antlers, and various birds of prey suspended from the ceiling. Visitors are seen on multiple levels, some wearing blue headsets. The lighting is a mix of warm and cool tones, creating a dynamic atmosphere. The text "Thank you for listening" is overlaid in the center in a white, sans-serif font.

Thank you
for listening

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