**5th workshop on „Communicating marine mammal science to the general public“**

**Workshop Agenda**

9.00-9.30 Registration (for further information visit the ECS-Webpage)

9.30-10.00 Introduction

Volker Smit, Luigi Bundone

•Results from the 4th workshop on Madeira in 2016

•Objectives of the 5th workshop

•short introductionary round by the participants

10.00-10.45 Keynote speaker Silke Carstens, “MARKETING FOR SCIENTISTS – How to benefit from Marketing tools in the area of marine mammal science”.

10.45-11:05 The long term project “MEER La Gomera” – a marketing and fundraising perspective – past, present and future! Volker Smit (M.E.E.R. e.V., http://www.m-e-e-r.org)

*11:05-11:20 Coffee Break*

11:20-11:40 "Communicating Mediterranean monk seal conservation in Mauritania" CBD Habitat

11:40-12:00 Are protocols and guidelines necessary in order to communicate marine mammal science to a wide audience? Luigi Bundone.

*12:00-12:10 Break*

12:10-12:30 Proposing, building and planning of the afternoon session in the plenum.

*12:30-14:00 Lunch break*

14:00-14:10 Brief summary from the morning session; formation of working groups

14:10-15:30 Working groups, session 1

*15:30-15:45 Break*

15:45-16:30 Working groups, session 2

16:30-17:00 Presentation of group results and future outlo