

A FORUM FOR LEADING SCIENTISTS, YOUNG RESEARCHERS, POLICY MAKERS, BUSINESS PEOPLE AND JOURNALISTS

# EUROSCIENCE OPEN FORUM

# ESOF 2008

## SCIENCE FOR A BETTER LIFE

## BARCELONA, JULY 18-22

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## MEDIA GUIDE

Dear Editors and Journalists:

Welcome to the **Euroscience Open Forum 2008 (ESOF2008)**! The ESOF 2008 Communications Team has prepared this Media Guide to assist you in organizing your coverage and participation in the conference. Please be sure to check the ESOF 2008 website for the most up-to-date information about the conference programme, and the virtual Media Centre for additional resources for journalists attending the event and those reporting remotely.

With more than 3000 participants, ESOF 2008 is the largest European inter disciplinary scientific gathering of its kind. The conference provides both the European and the international science and business communities with an open platform for debate and communication. It presents and profiles Europe's leading research trends in the sciences, humanities and social sciences. It is an opportunity to discuss and influence the future of research and innovation in Europe by involving all main stakeholders: scientists, business executives and policy-makers.

The ESOF 2008 Programme committee has developed an exciting programme that addresses some of the major scientific issues of the day around 10 themes. To support you in your coverage of the conference, many resources will be available to you online through the virtual Media Centre through the conference website ([www.esof2008.org](http://www.esof2008.org)). This includes:

- texts of all abstracts accepted for presentation
- most plenary speeches and slide sets from many sessions
- speaker biographies and photos
- conference stills and audiovisual highlights uploaded regularly each day
- media releases

We look forward to working with you during the conference. If we can be of assistance, please feel free to contact a member of the ESPF 2008 Communications Team in the Media Centre. A list of our contact information appears at the end of this guide.

Kind Regards,  
Michael Kessler  
Media Relations,  
ESOF 2008  
[www.esof2008.org](http://www.esof2008.org)

## **ESOF 2008 PROGRAMME OVERVIEW**

### ***Scientific Programme Content***

The content of the ESOF 2008 Programme is of an interdisciplinary nature spanning 10 key themes:

- The human mind and behaviour
- The Very Big and the Very Small
- Open society, open science
- Engineering the body
- What should we eat and how should we look?
- Enhancing energy security, fighting global warming
- Science and Innovation Policy
- Science and Art
- Screening: burdens and benefits
- Communicating Science

We recommend that journalists attending familiarise themselves with the programme and the programme highlights both available in the conference bag and online at [www.esof2008.org](http://www.esof2008.org)

### ***Opening Session***

The ESOF 2008 Opening Ceremony will take place from 18:15 to 19.45 on Friday, 18 July. The Opening Ceremony will be held in the Conference Centre Auditorium in Hall 5. This will be an opportunity for all delegates to hear from conference organizers, local dignitaries, an address by leading Spanish researcher Dr Pedro Alonso. Alonso was recently given a prestigious 2008 Prince of Asturias Award for International Cooperation in recognition of his work on malaria. There will also be by entertainment provided by local performer Pep Bou, an artistic performance exploring the frontier between art and science.

### ***Conference Programme***

On each day of the conference the Scientific programme will include parallel sessions covering the 10 themes. The sessions offer an interdisciplinary review and discussion of a specific scientific issue. Each day also features a number of high profile keynote speakers who will address topical issues of the day. Please refer to the conference programme book for details.

For interested journalists, a Career programme (July 18-20) Business programme (July 21), a series of Satellite Events (July17-21) and a public outreach programme (July18-22) will also run concurrently with the Scientific Programme.

### ***Plenary sessions***

Each day (except Friday) a high profile speaker will address all delegates as part of the midday Plenary Session (from 12:00 – 13:00.) Please refer to the conference programme book for details.

### ***Programme Abstracts***

Aside from the 4 plenary lectures and 12 keynote lectures, there are 85 sessions. 57 of those came through calls for proposals (67%), while the remainder were invited.

## ESOF 2008 EMBARGO POLICY

The media embargo for daily media releases is 07.00 am Central European Summer Time (CEST). The same embargo time applies to speaker presentations (where available) on the day of their presentation. We kindly request that all media cooperate with this policy.

### *Exhibition space*

The exhibition space at the conference will be open from Friday, 18 July to Tuesday, 22 July. and will be available to commercial and non-commercial organizations to showcase their products, programmes and services.

### *Online Conference Programme*

The full conference schedule is available online at <http://www.esof2008.org/#PROGRAMME/SCIENTIFIC-SESSIONS.html> During the conference, as individual sessions conclude, the online Media Centre will be updated to include links to related PowerPoint presentations, abstracts, media releases, podcasts and transcripts.

## THE ORGANIZERS

ESOF 2008 is organized by Euroscience in partnership with the local host, the Catalan Foundation for Research and Innovation (FCRI)

**Euroscience** is a grass-roots organisation open to research professionals, science administrators, policy makers, teachers, PhD students, post-docs, engineers, industrialists and to any citizen interested in science and technology and its links with society. It represents European scientists of all disciplines (including social sciences and the humanities), in the public sector, universities, research institutes as well as business and industry.

Euroscience presently has 2300 members in 40 European countries.

**The Catalan Foundation for Research and Innovation (FCRI)** is a private, non-profit institution that aims to coordinate Catalan research and innovation efforts and to increase social awareness of science's impact on society. Its Board is composed of the Catalan administration and several private companies.

ESOF 2008 is co-chaired by Euroscience President **Enric Banda** (Spain) and **Ingrid Wüning Tschol** (Germany), Head of Science Department, Robert Bosch Stiftung

The Scientific Programme Committee, chaired by Sir Colin Berry, Emeritus Professor of Morbid Anatomy and Histopathology at Queen Mary, University of London, consists of respected scientists and researchers. Lists of the programme committee members and other advisory committee members are available on the ESOF 2008 website:

<http://www.esof2008.org/#ORGANISERS/ESOF2008-COMMITTEES.html>

## CONFERENCE VENUE

ESOF 2008 sessions will take place at the **Barcelona Conference Centre (Fira de Barcelona)**, Avenida Reina Cristina s/n, Plaça Espanya, Barcelona. The Barcelona convention centre is located in the city centre, featuring the beautiful National Palace and Montjuïc mountain as backdrops and Plaça Espanya sitting alongside.

Montjuïc is Fira de Barcelona's historic and modernized venue, which includes the Barcelona Congress Centre. The flexible complex combines the elegance of halls built at the start of the 20th century with a modern infrastructure. The ESOF2008 pavilion offers a wide range of spaces adaptable to all of the programme elements, from a large auditorium to VIP reception areas and smaller session rooms. The

The Barcelona Conference Centre is conveniently located to many of the conference hotels. For information on the Barcelona Conference Centre, please visit [www.firabcn.es](http://www.firabcn.es)

Detailed area maps and floor plans of the Conference Centre are available at: <http://www.firabcn.es/location/>

### ***Access to the Barcelona Conference Centre***

The scientific sessions will take place in Hall 5 of the conference centre and will be closed to the public for the durations of the conference. Access to conference facilities and session rooms will be restricted to those wearing ESOF 2008 conference badges. Members of the media must be accredited in order to receive press badges (more information below).

The general public will have free access to the exhibition and public programme activities.

### ***Smoking Policy***

All internal areas of the convention centre are non-smoking. It is therefore prohibited to smoke in any area of the convention centre.

## MEDIA REGISTRATION

Online media registration closes Tuesday July 15. Any journalists wishing to register between the 15<sup>th</sup> and 17<sup>th</sup> should send an email to [press@esof2008.org](mailto:press@esof2008.org) or contact ESOF Media Relations (for details see at bottom)

Most journalists will have completed the accreditation process before the conference began.

However, journalists can register on-site (with appropriate documentation) at the Press Accreditation Desk located in the foyer of Hall 5. Registration hours are as follows:

Friday, 18 July **08.00-18.30**  
Saturday 19 July **08.00-18.30**  
Sunday 20 July **08.00-18.30**  
Monday 21 July **08.00-18.30**  
Tuesday 22 July **08.00-14.30**

### ***Electronic Badge***

An electronic name badge will be given to each registered media representative. This badge must be worn at all times during the conference. Access to the conference facilities, including the Media Centre, will not be granted without a proper name badge. **There is a replacement fee for lost or stolen badges of 25€.**

### ***Conference Bags***

Conference bags (which will include the printed programme book and a Press Kit) will be available to all registered media at one of the conference material desks located in the Registration Area (Hall 5 Foyer) upon presenting the official conference name badge.

### ***Principles and Values of Conference Participation***

ESOF 2008 encourages debate and dialogue as key elements of participation, among all conference participants including delegates, sponsors, speakers and presenters, researchers and scientists, community representatives, leaders and the media.

ESOF 2008 opposes the destruction of property or the use or threat of physical force by any individual or group of individuals during the conferences. ESOF 2008 opposes the disruption of conference sessions or satellite meetings that results in the inability for dialogue and debate to take place.

By attending the conference, participants agree to adhere to the ESOF 2008 Principle and Values.

### **MEDIA ACCESS**

All media accredited by the conference secretariat will have free access to the Media Centre. Media registrants will also have access to all sessions and exhibitions, including the Opening, Closing and Special Sessions.

At certain times, access to some parts of the conference may be restricted because of space or security considerations. Coverage of restricted areas will then be arranged on a "pool" basis, and conference staff will escort selected journalists.

Conference Secretariat offices are not accessible to journalists.

### ***Access to Camera Platforms and Audio Distribution Panels***

Platforms for camera-persons and still photographers will be available in the main Auditorium, Hall 5 (where all plenaries, the Opening and Closing Sessions) will take place), and in the press conference room in the Media Centre. Audio distribution panels will be made available at each of these locations (XLR connectors). ***Space on the camera platforms is on a first come, first served basis only.***

### **ON-SITE MEDIA CENTRE**

The Media Centre is available to serve the needs of print, radio and broadcast journalists covering IAS 2007. Services provided to registered journalists include: computer work stations, Internet connections, ISDN lines, printers and photocopying machines (for limited number of photocopies). A multi-lingual

communications staff is available to assist journalists with editorial, technical and logistical support. Rooms will also be available for interviews and for official daily briefings and third-party press conferences.

A lounge space for journalists to relax and network will also be available inside the media centre

### ***Access***

Access to the Media Centre is reserved for conference-accredited journalists. Should journalists arrange to interview non-media conference delegates, kindly meet the interviewee at the entrance to the Media Centre. **Unaccompanied interviewees will not be allowed access to the Media Centre.** On completion of the interview, kindly escort guests back to the entrance of the Media Centre.

### ***Media Centre Location***

The Media Centre is located on Level 1 (one floor above Ground) in Hall 5 of the Conference Centre.

### ***Opening Hours***

Media Centre operations begin on Friday, July 18 at 08:00. The Media Centre will be open and staffed between 08:00 and 22:00 each day and will close 22.00 Tuesday July 22.

### ***Media Information Office***

An Information Office, located in the Media Centre, will be available to assist journalists. A multi-lingual communications staff will be on hand to assist journalists with stories and facilitate interviews with conference officials before and during the event.

A documents counter in the Media Centre will provide journalists with printed copies of official daily press releases, plenary speeches, and other major presentations. Kindly note that while every effort is made to have these statements available to you in good time, delays are sometimes unavoidable, (ins some cases unattainable) and we ask for your patience in such cases.

During the conference, many documents also will be available to the media electronically, through the Virtual Media Centre, accessible at the ESOF 2008 homepage [www.esof2008.org](http://www.esof2008.org).

The official language of the conference is English. However, most press materials be available in English, Catalan and Spanish.

### ***Third-party Press Releases and Materials***

A special area within the Media Centre (to the left of the entrance) will be available for the distribution of third-party press releases and materials.

### ***Interview Space***

Interviews may be conducted in the Media Centre, although this may prove noisy. Three enclosed interview cubicles with landline phones are available for journalists in the Media Centre. This should be booked by signing up on the printed schedule

posted at the entrance to the cubicle. Time in the cubicle is allocated on a first-come, first-served basis.

The interview cubicle is available only to journalists, and for a maximum of 1 hour each time. ESOF 2008 branding will be placed inside the cubicle for television interviews. This branding may not be removed or replaced at any time.

A translator (English/Spanish – Spanish-English) is available free of charge on request.

Additional informal interview positions are available in and around the convention centre.

### ***Photos***

Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the virtual Media Centre page of the ESOF 2008 website.

### ***Audiovisual***

Audiovisual coverage of the proceedings will be provided. A B-Roll package of the conference highlights will be uploaded to a linked ftp site twice daily for off site broadcasters and available in DVD format to onsite TV broadcasters.

### ***Lockers***

Due to space constraints, we are not able to provide lockers in the Media Centre. The conference organizers accept no responsibility for equipment and material left unattended in the newsroom.

### ***Lost Property***

Media centre staff will keep a Lost Property box at the Information Desk. Should you lose an item, kindly check with staff at this desk. Unclaimed items will be taken to the FCRI office in Barcelona after the conference and will be discarded if not claimed within three months.

### ***The Newsroom***

The Conference Centre, including the Media Centre is equipped with a wireless network (Wi-Fi). **However, access to the network will be limited to 200 working journalists. Log in passwords can be obtained by journalists from the Conference Technical Desk once they have received their accreditation. Distribution of login passwords will operate on a first come, first served basis only.**

In addition, the newsroom has approximately 70 work stations, equipped with Internet lines for filing via personal laptops and printers. Journalists are responsible for the security of any personal laptops brought into the Media Centre.

In this same area, an additional 50 computers (networked, and linked to printers) are available to accredited journalists. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 20 minutes.

Television screens in the Media Centre will show the Keynote Speaker and Plenary events – live if possible. The Opening Ceremony on Friday July 18 will also be broadcast live.

### ***Media release distribution***

AlphaGalileo will operate their virtual media release distribution service from within the ESOF2008 media centre. An official daily media release will be distributed at 9am CEST. Any journalist or researcher who is registered with AlphaGalileo will receive embargoed news alerts via email or by logging onto [www.alphagalileo.org](http://www.alphagalileo.org). Journalists not registered with AlphaGalileo will have access to all news releases via [www.alphagalileo.org](http://www.alphagalileo.org) but will not have access to embargoed news releases.

### ***Electricity***

The electrical current in Spain is 200 volts, 50 cycles AC. Plugs are of the continental type, with two round prongs. American and Asia Pacific appliances require a transformer and a plug adapter for use in Spain.

**We urge journalists to bring universal adapters and/or converters to charge cell phones, computers or other equipment, as such equipment will not be made available in the Media Centre.**

### ***Press Conference Room***

The press conference room is located in room7 on the 2<sup>nd</sup> floor in Hall 5. It has seating for 130. When not in use by conference organizers, the press conference room will be available for use by third parties (this refers to all parties other than the conference organizers, including presenters, NGOs, international organizations or agencies, and/or industry representatives).

An initial schedule of each day's press conferences is posted to the virtual Media Centre page of the website [www.esof2008.org](http://www.esof2008.org) and an updated printed copy is available in the ESOF 2008 Press Kit. **Updates will be posted each day at the Information Office in the Media Centre.** Only accredited members of the media and press conference speakers will be able to attend press conferences.

All press conferences will be simultaneously translated in English and Spanish.

### **ESOF 2008 EMBARGO POLICY**

**The media embargo for daily media releases is 07.00 am Central European Summer Time (CEST). The same embargo time applies to speaker presentations (where available) on the day of their presentation. We kindly request that all media cooperate with this policy.**

### **OFFICIAL DAILY PRESS CONFERENCES**

ESOF 2008 will feature four daily press conferences **before** sessions: 09.45-10.15, 11.00-11.30, 13.15-13.45 and 15.00-15.30. In some instances, at the request of 3<sup>rd</sup> parties, extra press conferences have been added. Please refer to the Press Conference schedule available in the virtual Media Centre at [www.esof2008.org](http://www.esof2008.org) or in the Press Kit. Updates to the schedule will be notified in the virtual media centre and in the onsite media centre.

### **BROADCAST FACILITIES**

The ESOF 2008 conference does not have a host broadcaster. Broadcasters are required to capture their own video, and obtain audio from the sound desks in

session rooms and the press conference room. A limited number of work cubicles for TV and radio broadcasters have been reserved in advance.

## **OTHER USEFUL INFORMATION**

### ***Getting to and from Barcelona Airport (El Prat International Airport)***

Barcelona´s city centre is approximately 15km north of the International Airport and takes approximately 20 minutes to reach by car. A taxi costs approximately €25.

An Airport tourist bus runs from the airport to the city centre every 15 minutes (30 minute journey) and costs €3.50.

The airport´s RENFE train service departs every half hour (25 minute journey) to the city centre and costs €2.40

### ***Public Transportation in Barcelona***

Barcelona has an extensive public transportation system, with rail, underground and bus services.

### ***How to get to Barcelona Conference Center - Fira de Barcelona***

The central location of Fira Barcelona (Barcelona Conference Centre) means that it is quick and easy to get to.

By Underground: Line 1 (red), 3 (green), "Espanya" stop.

By Bus: Numbers 153, 157, 56, 57, 30, 109, 37, 9, 91, 27, 79, 105, 106, 165, 65, 13, 50.

By Train: The nearest RENFE station is "Sants Estació", where several suburban metro trains stop:

- Line 1: Airport(Aeropuerto)/ L'Hospitalet -Mataró/Maçanet
- Line 2: St. Vicenç/Vilanova-Maçanet
- Line 3: L'Hospitalet-Vic
- Line 4: St. Vicenç/Vilafranca-Manresa

Several bus routes, for example numbers 30 and 109, leave Sants Estació and stop in Plaça Espanya. You can also take Line 3 of the Underground to travel from Sants ("Sants Estació" stop) and Plaça Espanya ("Espanya" stop).

Ferrocarriles de la Generalitat de Catalunya (Railways of the Autonomous Community of Catalonia): The following lines go to Plaza España:

- S3, Plaza Espanya/Molí Nou
- S33, Plaza Espanya/Can Ros
- S4, Plaza Espanya/Olesa
- S8, Plaza Espanya/Martorell-enllaç
- R5, Plaza Espanya/Manresa
- R6, Plaza Espanya/Igualada

## Situation map:



## Time

In July, Barcelona is 1 hour ahead of Greenwich Mean Time (GMT), 6 hours ahead of New York and 6 hours behind Beijing.

## National/International Telephone Calls

Dialing to Barcelona

Within Spain: 93 + number

International: 0034 + 93 + number

Dialing from Barcelona

Within Spain: Area code + number

International: 00 + country code + area code + number

Spain operates on a GSM network and roaming charges apply. For Europeans and many other countries, this means that your current phone will probably work in Spain. If you are coming from North America or parts of Asia you will probably have a CDMA phone, which will not work. For a GSM phone, you just need a new SIM card, available at any mobile phone outlet. For international calls, it is recommended that journalists use telephone charge cards, available across the city.

## Currency

Decimal currency is used in Spain with the euro (€) as the basic unit (100 cents = €1). Notes come in €100, €50, €20, €10, and €5. Coins come in 1c, 2c, 5c, 10c, 20c, 50c, €1 and €2 denominations. Currency exchange facilities are available in most banks, some hotels and airports, and operate normal Spanish business hours. Credit cards are accepted at most restaurants and shops, the most widely used being MasterCard, Visa, American Express and Diners Club.

## Banking Facilities

There is a cash machine/ATM located in ? of the convention centre. Additional cash machines/ATM's are located within very close walking distance in Carrer Sants, running off Plaça Espanya.

### ***Business Hours***

Banks generally open from 08:30 – 14:00 hours Monday to Friday. In July banks are closed on Saturdays.

Post Offices operate uninterrupted from at 08.30-20.30 hours; stamps are also available at tobacconists.

### ***Please Note! General trading hours:***

Most shops (the majority of restaurants and bars excepted) with the exception of major department stores and supermarket chains, close for business between 13.00-14.00 and reopen between 16.00-17.00 until 19.30-20.30. Additionally, in July many businesses operate on a summer timetable and may in fact shut for business for the day between 14.00-15.00.

### ***Climate and Clothing***

July is summer and the average temperature range during the month ranges from 19° C to 28° C (66° to 82 ° F). However temperatures can reach up to 35°C.

Generally the Spanish are informal dressers. We suggest you bring a formal dress, jacket and tie with you for any formal dinners or special occasions you may be attending.

### ***On-Site Business Centre/Photocopying***

Copy machines in the Media Centre are for official conference business and for limited use by accredited journalists. Arrangements for all other photocopying -- including copying of third-party press releases -- should be made outside the conference centre.

### ***First Aid and Medical Services***

An onsite medical centre is located at the Plaça de l'Univers, adjacent to Hall 4. In case of medical emergency call +34 93 233 2689.

Pharmacies are located in the adjacent Carrer Sants and Carrer Hostafrancs.

### ***Meals and Snacks***

A free coffee and tea service will be provided for journalists in the Media lounge area within the Media Centre.

The conference cafeteria is located next to the media centre. It offers hot meals, sandwiches, soups, salads, fruit, pastries, hot and cold drinks, etc. A tapas bar will also be operating in the exhibition centre. The adjoining Plaça de l'Univers has numerous outdoor bars and restaurants.

### ***Tipping***

Tipping is not as widespread or regulated in Spain as it is in other parts of the world. Tipping is your prerogative, a reward for service. Tips for taxis are regarded as optional.

## ESOF 2008 COMMUNICATIONS TEAM CONTACT INFORMATION

### Media Enquiries:\*

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\* Please check the ESOF 2008 website for on-site contact information during the conference. **Three landline numbers will be available.**