

# GENERAL PROGRAM



INTERNATIONAL SYMPOSIUM ON  
PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY  
IX NATIONAL COLLOQUIUM OF SCIENCE RECREATION  
APRIL 10 - 12 2024 | ZACATECAS, MEXICO

Calderón Theater   Citadel of art   UAZ Science Museum

## 10 WEDNESDAY APRIL



**8:00 - 9:00** Registration  
**9:00 - 9:30** Opening Ceremony  
**9:30 - 11:30** **KEYNOTE LECTURE**  
*Bruce Lewenstein "Science communication in a diverse world"*

**11:30 - 12:00** Coffee break

**12:00 - 13:30** **PARALELL SESIONS**

**13:30 - 15:30** Lunch

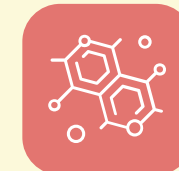
**15:30 - 17:00** **PANEL**  
*Rafael García Molina and  
Recreación en Cadena  
"Towards an international  
vision of recreational science"*

**17:00 - 17:30** Coffee break

**17:30 - 19:00** **PARALELL SESIONS**

**19:00** Welcome Cocktail

## 11 THURSDAY APRIL



**9:00 - 10:00** Registration  
**10:00 - 11:30** **PLENARY LECTURE**  
*María Emilia Béyer "The public at the center:  
co-design as a strategy to  
build communication bridges"*

**11:30 - 12:00** Coffee break

**12:00 - 13:30** **PARALELL SESIONS**

**13:30 - 15:30** Lunch

**15:30 - 17:00** *Recreation Laboratory  
(Fair of activities)*

**17:00 - 17:30** Break

**17:30 - 19:00** **PARALELL SESIONS**

**19:00** Zigzag Museum visit  
(Exit: esplanade of the  
state congress)

## 12 FRIDAY APRIL



**9:00 - 9:30** Registration  
**10:00 - 11:30** **ROUND TABLE**  
*"Public Communication of  
Science and Technology: A  
young and vulnerable field?"*  
Elaine Reynoso, Magdalena  
Maritz, Sandra Muriello, Ana  
Nepote and Julia Tagüena

**11:30 - 12:00** Coffee break

**12:00 - 13:30** **PARALELL SESIONS**

**13:30 - 15:30** Lunch

**15:30 - 17:00** **PARALELL SESIONS**

**17:00 - 17:30** Coffee break

**17:30 - 19:00** **CLOSING LECTURE**  
*Sarah Davies "The role of  
science communication in  
challenging times: Persuasion,  
democracy,empowerment"*

**19:00** Closing Ceremony and  
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