ECREA OSC conference: early bird till 10th of May

Dear ECREA OSC members,

We are thrilled to announce that the interim ECREA OSC conference, "The Normative Imperative: Socio-political Challenges of Strategic and Organizational Communication" to be held in Lisbon (5-8 July), is just around the corner. On the first day, 5th of July, before the start of the conference, there will be two workshops on digital methods (see under).

The conference program features a keynote speaker, an engaging line-up of scholars, who will share their expertise on a range of topics related to the challenges faced by strategic and organisational communicators in today's complex socio-political landscape; as well as a professionals panel to discuss the main conference topic from a practitioner's perspective. From exploring the ethical implications of digital communication to examining the role of communication in shaping public policy, from corporate communication to non-profit organizations, our sessions offer valuable insights and thought-provoking discussions in an international environment.

We invite all those who are interested in strategic and organisational communication to join us at this exciting event. This conference offers you also an excellent opportunity to engage with like-minded scholars and PhD students, and to learn from some of the leading voices in the industry.

To register for the conference, please visit the following link:
https://labcomca.ubi.pt/the-normative-imperative-sociopolitical-challenges-of-strategic-and-organizational-communication/.

Early-bird pricing is available until May 10th.

Pre-Event: WORKSHOPS on digital methods, 5th July (9-12; 13-16)

with Ramón Rodriguez-Amat, past-chair of ECREA OSC and Lecturer at Sheffield Hallam University, UK.

1. **Basic data analytics with Python (crash course workshop) – Morning**

This is a taste for newcomers to the fascinating world of python for data analytics. After a brief presentation of what digital data and social media and streaming platforms are; we will use Microsoft Visual Studio Code and Anaconda Jupyter Notebooks to explore real datasets. After that you will learn how to visually represent them, and how to use the visual representations and the skills to draw some early conclusions. You will also get further useful resources if you wish to grow further that road.

2.   Network data analytics with Gephi – Afternoon

This is a taste for newcomers to the fascinating world of network data analytics. After a brief game and a presentation of what networks mean and how they are relevant for social media analytics; we will use Gephi to explore real datasets. After that you will learn how to visually understand networks, and how to use the network representations to draw some early conclusions. You will also get further useful resources if you wish to grow further that road

Costs: 25 Euros for 1 Workshop; 40 Euros for both (limited to 25 participants)

Register here:
https://secvirtual.autonoma.pt/gereventos/page?stage=RegisterHome&registerNoUser=true&eventID=19&language=en?

We look forward to seeing you in Lisbon!

Evandro, Ileana and Alessandro