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## **When failure becomes a strong communication opportunity or how to build an authentic brand**

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Summary: Error and trial is a basic approach in science. Yet, in science communication we often tend to project the image of a perfect institution. In doing so we miss the opportunity of building a strong, authentic brand that people can connect with.

This talk will explore the idea that error or the challenges an institution faces can be turned around and used for the benefit of communication. We will try to understand how the young people of today are changing the communication landscape and how we can use understanding them to our advantage.

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