

EMBC Workshop Proposal

Workshop Type (select one):

Half Day Workshop

Workshop Title: Strategic and Crisis Communications Planning for the Neurotech Field

Workshop Organizer Name & Affiliation: Jo Ann Platt – President, Platt & Associates, Inc.

Workshop Organizer/Speaker Name & Affiliation 1: Matthew Angle – CEO, Paradromics

Workshop Organizer/Speaker Name & Affiliation 2: Avery Bedows – Partner, Loup Ventures

Workshop Organizer/Speaker Name & Affiliation 3: Eliza Strickland – Sr. Editor, IEEE Spectrum

Workshop Organizer/Speaker Name & Affiliation 4: Dustin Tyler – Professor, Case Western Reserve University

Workshop Organizer/Speaker Name & Affiliation 5: Al Emondi – Program Manager, DARPA (pending)

Workshop Organizer/Speaker Name & Affiliation 6: Ethicist – TBA

Theme (Select one):

11. Biomedical Engineering Education and Society

Workshop Synopsis— Max 2000 Characters

The idea of this workshop is to invite people in all areas of the field of neurotech (engineers, scientists, investors, executives, government, media etc.) to work through a strategic crisis communications plan in the preparation for a negative, or even catastrophic event within the field of BCI/neurotech.

This event is not an ‘if’, but a ‘when.’ It could happen in a university lab or within a commercial company. It could be a relatively benign event that is misunderstood or blown out of proportion by the mass media - or it could be a fatality in research or implementation. Regardless of the actual event, it is important to create, curate, and circulate some common-sense talking points for people in the field. Many of our colleagues in the field will be natural commentators sought out by the press in such an event - many of whom have little or no media training. This intended work product could help to avoid adding fuel to an avoidable fire.

This workshop will have representatives from the investment community, a commercial entrepreneur, an academic researcher, government funder, a journalist and most likely an ethicist. Loup Ventures has agreed to be the investor rep, The CEO of Paradromics is committed to joining as the entrepreneur, Eliza Strickland of IEEE Spectrum is committed as media, Dustin Tyler from Case Western Reserve University is committed, and I have invited Al Emondi for government (responses pending). A representative from Neuralink is interested but can't commit to something eight plus months in advance.