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*“During the last ECNP meeting, I had the chance to collaborate with the ECNP Press Office and the ECNP Press Officer Thomas Parkhill to write a press release concerning my research work. At first sight, the information requested and the way of structuring the press release may appear unusual and not immediate to a scientist. However, once started, it becomes clear that the process aims at achieving goals like clarity, reliability and simplicity in the communication. Once published, the press release gives to the scientific work an instant exposure with colleagues and with the lay audience, fulfilling the important goals of science communication and of increasing scientific awareness. The press release concerning the study by myself and my collaborators has been very helpful and effective since it has been used to write lay articles by the most important Italian newspapers and press agencies and had an impact on the international press as well.*

*Nowadays, science communication is a key part of scientists’ work, as outlined in the requirements to apply for grants from the principal funding agencies, including the European Union. In this perspective, collaborating with the ECNP press office offers the opportunity to achieve two main goals: disseminating relevant scientific findings and learning the way to achieve it in an effective way. Of course, it also benefits the scientist by increasing recognition and citation, which in turn may increase the ability to obtain funding and advance the career.*

*Finally, the professional ability and experience of the ECNP Press Office allow for accurate, complete and clear releases able to provide balanced and realistic presentation of the implications of the research and to attract attention from the media, the public and the stakeholders.”*

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