This is a one-week conference with a series of lectures (one per day) with the intention of introducing divers and the general public from Mar del Plata, into the knowledge of the Ocean Sciences. Past editions were called “Semana del Mar” (“Week of the sea”). The conference was organized by the Biology Department of the diving club (Center of underwater activities Escualo – C.A.S.E.) from where we invited different local researchers and specialists to give lectures about some interesting topics about the ocean, its life and environment.

The conference was held in the city of Mar del Plata from the 20th to the 24th of August from 20:30 to 22 hs, 2014 in the C.A.S.E.’s headquarters (-38.0344211, -57.5457835, Picture 1). The lectures taught by local Marine Science’ specialists are listed below:

- **Monday 20** “Passive Acoustics: Listening under the water” by Lic. Ariel Cabreira.
- **Tuesday 21** “Red Tide” by Dr. Nora Montoya.
- **Wednesday 22** “Are we diving in an acidic sea? Ocean Acidification, the other CO₂ problem” by Drs. Carla Berghoff and Mara Braverman.
- **Thursday 23** “Sex at the sea” by Dr. Andrea Gavio.
- **Friday 24** “Preserve your beaches” Project by Nicolas Kreymeyer.

During the previous weeks we did the publicity, hanging out the fliers (Picture 2) in the club and other places around the city, posting them on the social networks from the C.A.S.E. website to Facebook (see event), twitter, etc. The magazine (Picture 3), with a description of each lecture and several interesting articles about diving activities, marine biology and local knowledge of the ocean environment, was distributed among the shops and companies of those who paid for advertisements on the magazine. Thus, it was handed out during the lectures to the visitors.

The lectures had good assistance of about 30 persons per day. All the topics were well covered and the listeners seemed to be very interested, they asked all kinds of questions. Most of the people were divers but some non-divers also came to the conference. Until this date, we have received very good critics about the activity and more people are expecting it every year.

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1 The title it a pun of words with double meaning: CON-CIENCIA means With-Science, and CONCIENCIA means awareness. So, it would be Marine science to create awareness.
For the organization team it was a challenging task, from contacting the lecturers and getting funding to designing the magazine. Still, we are very happy and excited about the results because we see how people are starting to talk about the conference as a frequent event among the social diving environment. We still need to work in getting the event known around the city.

**Picture 1.** Centro de Actividades Submarinas Escualo (C.A.S.E.) Headquarters.

**Picture 2.** The fliers used for advertising.

**Picture 3.** Cover design of the volume 1 of the magazine.

We present bellow the results of the survey made after the event and some comments we received by Facebook. Pictures of the event will be send by a Dropbox folder.
Survey’s summary

Questions:

1- How would you score the advertising made for the conferences?

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<td>5</td>
<td>(excellent)</td>
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2- How would you score the general event?

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<td>3</td>
<td>(no opinion)</td>
<td>2.18%</td>
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<td>5</td>
<td>(excellent)</td>
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3- The organization has been:

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<td>3</td>
<td>(no opinion)</td>
<td>1.2%</td>
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<td>4</td>
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<td>17.34%</td>
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<tr>
<td>5</td>
<td>(excellent)</td>
<td>29.58%</td>
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4- The level of the lecture’s contents has been:

1 (inadequate) 0 0%
2 0 0%
3 (no opinion) 3 6%
4 13.26%
5 (adequate) 34.68%

5- The contents learned had been:

1 (useless) 0 0%
2 0 0%
3 (no opinion) 4 8%
4 20.40%
5 (useful) 26.52%

6- The use of practical cases has been:

1 (inadequate) 0 0%
2 2 4%
3 (no opinion) 5 10%
4 18.36%
5 (adequate) 25.50%
7- The use of audiovisual aids has been:

1 (inadequate) 0 0%
2 0 0%
3 (no opinion) 3 6%
4 14 28%
5 (adequate) 33 66%

8- The classroom comfort has been:

1 (very bad) 0 0%
2 0 0%
3 (no opinion) 13 26%
4 23 46%
5 (very good) 14 28%

9- The lectures duration has been:

1 (too short) 0 0%
2 1 2%
3 (no opinion) 26 52%
4 17 34%
5 (too long) 6 12%

10- The Schedule of the lectures was:

Adequate 43 81%
Inadequate 7 19%
11- The magazine handed out is:

1 (very bad) 0 0%
2 0 0%
3 (no opinion) 1 2%
4 13 26%
5 (excellent) 36 72%

12- The articles in the magazine are:

1 (Not interesting) 0 0%
2 0 0%
3 (no opinion) 2 4%
4 18 36%
5 (very interesting) 30 60%

13- How would you score each lecture in terms of its contents?

“Passive Acoustics: Listening under the water”

1 (very bad) 0 0%
2 0 0%
3 1 2%
4 20 40%
5 (excellent) 29 58%
“Red Tide”

1  0 0%
2  0 0%
3  4 8%
4  20 40%
5  26 52%

“Are we diving in an acidic sea? Ocean Acidification, the other CO₂ problem”

1  1 2%
2  1 2%
3  6 12%
4  22 44%
5  20 40%

“Sex at the sea”

1  0 0%
2  1 2%
3  10 20%
4  22 44%
5  17 34%
“Preserve your beaches”

1  0 0%
2  1 2%
3 11 22%
4 22 44%
5 16 32%

14- Which was/were your favorite lectures?

“Passive Acoustics: Listening under the water”  10 votes
“Are we diving in an acidic sea? Ocean Acidification…”  8 votes
“Red Tide”  7 votes
“Sex at the sea”  5 votes
“Preserve your beaches”  5 votes
All of them  8 votes
No answer  7 votes

15- How would you score the selected topics?

1  0 0%
2  0 0%
3  4 8%
4 16 32%
5 30 60%
16- Which topics/researchers that were not in the event would you like to include in the future?

- Marine species identification (especially fish).
- Shellyfish – Agustin Schiariti (Aquaculture Laboratory, INIDEP)
- Local marine resources, population density, migrations, etc.
- Sea horses.
- Marine Biology.
- Marine conservation criteria.
- Feeding.
- Artificial reefs.
- Dolphins. Migrations.
- Marine mammals.
- Sharks and rays.
- Pollution.
- Plastics in the ocean.
- Development of marine organisms, from eggs to adults.
- Squids in Argentinian coasts.

17- How probable is that you assist to another event like this one?

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<tr>
<td>5 (probable)</td>
<td>44</td>
<td>88%</td>
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18- Comments and suggestions

“Very good event, highly educative”

“I think these conferences are very interesting due to the topics approached, and because it is open to all the public. My only critic it’s about the advertising, I think it should start earlier and be able to get a higher scope.”

“It is a very interesting cycle of conferences that allow divers to know more about the sea, this environment we love to visit.”
“Thank you.” “Congratulations to the organizers, this is a wonderful idea that generates awareness! Keep it on!”

“Very good job, I am waiting for the next one.”

”I would like the event to be more practical.”

“I really liked the lecturers teaching skills and the expression of their research; also the contents of the lectures.”

“I loved it”

“I think the magazine with outreach objective should be handed out a few days before the lectures so people get an idea of what each one is about; so it can be more discussion at the end. Congratulations for all the work you’ve done.”

“I think it should have more publicity to get more assistance. I suggest that if the lecturers are focused in the general public, the topics should be a little more appealing.”

“It reinforces our link with the sea and deepens our knowledge.”

“Very good and interesting, the lectures were very useful explained in a simple and easy way to understand.”

“It was an interesting cycle of conferences that accomplished to create marine awareness in each of us.”

Mara Braverman, Paola Betti, Paula Orlando, Sofía Río
Organization Team