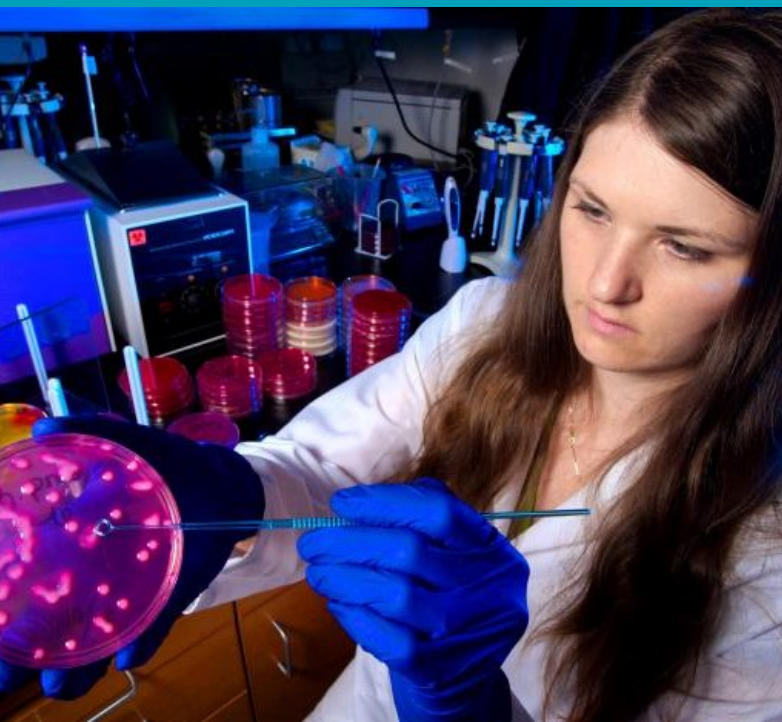




# SCIENCE | MEDIA | SAVVY



## MEDIA SKILLS FOR SCIENTISTS

AUCKLAND WORKSHOP  
26-27 November 2015

This Science Media SAVVY workshop is designed to increase researchers' confidence and skills and help them engage more effectively with the wider public through the media.

Participants gain firsthand insight into the media landscape and learn practical techniques to improve communication, deal with nerves, adapt their message to their audience and respond effectively when an interview becomes challenging. Highlights include a behind-the-scenes newsroom tour and Q&A panel with journalists.

Established, active researchers with previous media experience, and those likely to attract media interest in future, are especially encouraged to apply.

- IMPROVE PUBLIC OUTREACH
- DISTILL YOUR MESSAGE
- ENGAGE WITH MEDIA
- LEARN HOW TO HANDLE CONTROVERSY AND RISK

For more info contact:  
Science Media Centre  
+64 4 499 5476  
[smc@sciencemediacentre.co.nz](mailto:smc@sciencemediacentre.co.nz)

Applications close WED 11 NOVEMBER  
Course fees: \$595 +GST (scholarships avail.)  
APPLY NOW: [SCIENCEMEDIACENTRE.CO.NZ/SAVVY](http://SCIENCEMEDIACENTRE.CO.NZ/SAVVY)