



# SCIENCE | MEDIA | SAVVY



## MEDIA SKILLS FOR SCIENTISTS AUCKLAND 20-21 NOVEMBER 2014

Centre for Brain Research,  
University of Auckland

Our Science Media SAVVY workshop is designed to increase confidence and skills in scientists and researchers so they can engage effectively with the wider public through broadcast, print and social media.

Participants gain practical techniques to improve communication, deal with nerves, adapt their message to their audience, influence headlines, and respond effectively when an interview becomes challenging.

All active researchers with prior media experience or who are likely to encounter media in future are welcome to apply.

- IMPROVE PUBLIC OUTREACH
- GET YOUR MESSAGE OUT
- ENGAGE WITH JOURNALISTS
- 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 MON 20 OCTOBER @ 12 noon  
Course fees: \$595 +GST  
APPLY NOW: [SCIENCEMEDIACENTRE.CO.NZ/SAVVY](http://SCIENCEMEDIACENTRE.CO.NZ/SAVVY)