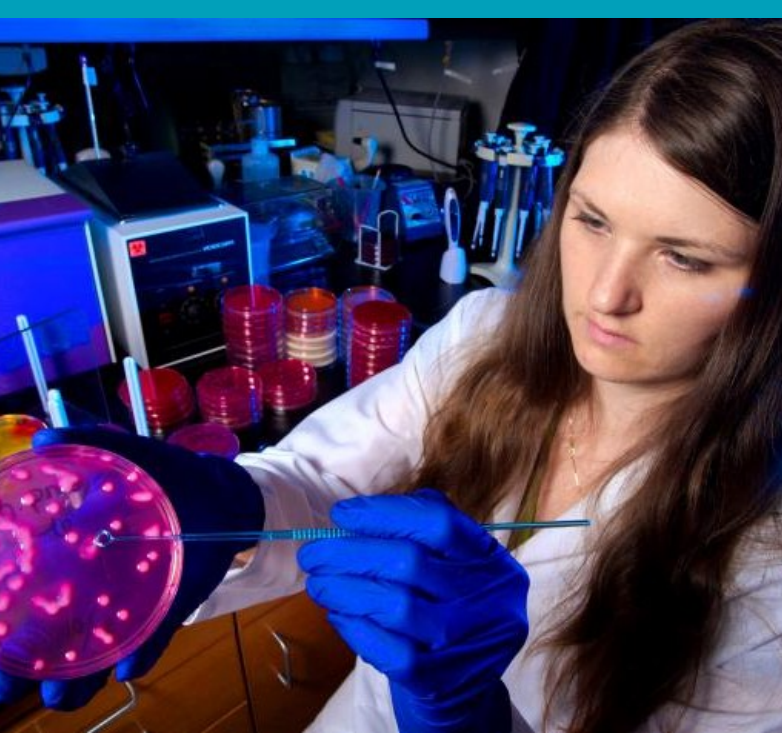




SCIENCE | MEDIA | SAVVY



MEDIA SKILLS FOR SCIENTISTS

CHRISTCHURCH
16-17 APRIL 2015

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 and respond effectively when an interview becomes challenging. Highlights include a behind-the-scenes newsroom tour and panel discussion with journalists covering science.

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

- IMPROVE PUBLIC OUTREACH
- GET YOUR MESSAGE OUT
- 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

Applications close WED 18 MARCH
Course fees: \$595 +GST (scholarships avail.)
APPLY NOW: SCIENCEMEDIACENTRE.CO.NZ/SAVVY