



SCIENCE | MEDIA | SAVVY



MEDIA SKILLS FOR SCIENTISTS

WELLINGTON
19-20 FEB 2015

Venue: Royal Society of NZ

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. A behind-the-scenes newsroom tour and panel discussion with journalists covering science are highlights.

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:
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Applications close WED 4 FEBRUARY
Course fees: \$595 +GST (scholarships avail.)
APPLY NOW: SCIENCEMEDIACENTRE.CO.NZ/SAVVY