



North West
Doctoral Training Centre



The University of Manchester

COMMUNICATING YOUR RESEARCH TO DIVERSE AUDIENCES

The 4th annual NWDTC Doctoral Student Event

1ST July 2016, 10.30-16.00

Speakers: **Marcus Baron**, Marketing Executive, Ernst & Young. **Helen Merrills**, Senior Consultant, Communications Management. **Holly Mills**, Commissioning Editor, The Conversation.

Venue: Lancaster University Management School, Lecture Theatre 1.

ESRC expenses available

How do you communicate your work to people who will be interested in it? How do you make sure people who might use the work get to know about it? Telling others about your research can be very satisfying and is increasingly a requirement in academic jobs.

Top communication professionals who have worked with academics to gain broad reach for their ideas and their research will share insights from a range of contexts. They will explore with you how complex ideas are distilled and presented for intended audiences. They will look at different communication channels such as press releases, social media, professional reports.

This workshop is interactive – you'll hear from the professionals, but much of the day will be spent identifying what is 'newsworthy' from your research and who should hear about it, as well as creating and critiquing communications.

Students at all stages of their research will benefit from the workshop – from early stage researchers with an interesting perspective to those wanting to stand out for their impact and engagement in job applications.

Hosted by

Gillian Hopkinson (Lancaster University Management School)
Anthony Hesketh (Lancaster University Management School)

Please register now, a full timetable will be forwarded to you.

For further information: S.Patterson@lancaster.ac.uk



methods North West