Public Engagement Masterclass

Training Academics How to Plan, Pitch and Write Stories for a Non-Academic Audience
Do you or your staff want to become more confident about engaging with the media and the public? Do you know why the vast majority of story pitches are rejected by the media? This masterclass is an opportunity to learn about how to dramatically improve your chances of having your work picked up by non-academic media outlets.

WHO SHOULD ATTEND?
Whether you’re a media novice, or more experienced and ready to hone your storytelling skills, this workshop provides tailored training in planning, pitching and writing stories for non-academic audiences. Each session is limited to a maximum of 20 people, giving all participants the opportunity to receive personalised feedback.

LEARNING OUTCOMES
Participants will leave with practical tips and skills to apply in the future, including how to put your audience first; how to get better at strategically identifying a target audience, such as politicians, other potential new funders, or the general public; and how to get better at adapting your language and story to your target audience.

DATE AND VENUE
Tuesday, 27 September 2016
Registrations close Friday 2 September
Room Q218 Kwong Lee Dow Building
University of Melbourne
234 Queensberry Street
Carlton, VIC 3053

FEES
For participants from a Partner or Member organisation of The Conversation:*
A$995 inc. GST
For participants from a non-Partner or non-Member organisation:*
A$1495 inc. GST
In-house training session information and costs available on request.
* A list of Partner organisations is available at https://theconversation.com/au/partners

PRESENTER
Liz Minchin
Senior Editor, The Conversation

Liz Minchin is an award-winning journalist with two decades of experience as a reporter and news editor at The Age newspaper, at the ABC, as an executive media trainer, and now with The Conversation. Liz has won several major journalism awards, including a Walkley for best newspaper feature, a UN Association environment award and a Melbourne Press Club Quill. She was a reporter and news editor at The Age newspaper for a decade, before working as a media trainer, with the ABC, then joining The Conversation. Liz has also co-authored a book with a scientist on serious solutions to climate change, called ‘Screw Light Bulbs’.

About The Conversation
The Conversation is a public-good journalism project helping academics and researchers share their work with the world. The Conversation achieves an average audience of 35 million article views a month (March 2016) through its sites and via global republication in outlets including The Washington Post and ABC News.

https://theconversation.com/

MORE INFORMATION
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TESTIMONIALS FROM PAST PARTICIPANTS
“Very informative. Increased my confidence and motivation to get my work published outside research journals.”

“I found it to be excellent and I took away many ‘gems’.”

“Liz is a terrific communicator and teacher.”

“Well-structured and engaging with a good balance of presentation and interaction. I have a much stronger understanding of how to write a successful pitch.”

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