

'COMMUNICATING RESEARCH TO A LAY AUDIENCE'

Have you ever been confounded on how you should communicate your research to the lay audience?

The Palliative Care Research Network (PCRN) is hosting a pre-conference Workshop entitled '*Communicating Research to a Lay Audience*' at the 5th Australian Palliative Care Research Colloquium. If you're an academic in the area of health and medicine, chances are the general public has little to no idea about the unique and exciting findings of your research. This is a shame because they want to know. This workshop will provide insights on how you could communicate your research to the general public in a language that is understandable to those who don't work in the medical field. In this interactive workshop, Sasha Petrova (The Conversation, VIC) will take you through how to pitch your research to The Conversation as well as how they edit articles there – the structure, the news pyramid and jargon busting. At the end of this process, your unique findings will have a chance to reach a much wider audience than that of academic journals.

PCRN Pre-Conference Breakfast Workshop Program – Thursday 26 October 2017:

Time	Topic/ Description	Presenter(s)
08.15-08.30	PCRN Breakfast Workshop Registration	
08.30-08.35	Welcome and Introduction	Soula Ganiatsas (PCRN)
08.35-09.05	Communicating Research to a Lay Audience	Sasha Petrova (<i>The Conversation</i>) Molly Glassey (<i>The Conversation</i>)
09.05-09.35	Workshop 1 – writing the first few lines of an article	<u>Facilitators:</u> Sasha Petrova (<i>The Conversation</i>) Molly Glassey (<i>The Conversation</i>)
09.35-10.05	Workshop 2 – writing a pitch	<u>Facilitators:</u> Sasha Petrova (<i>The Conversation</i>) Molly Glassey (<i>The Conversation</i>)
10.05-10.30	Q&A	<u>Facilitators:</u> Sasha Petrova (<i>The Conversation</i>) Molly Glassey (<i>The Conversation</i>)
10.30	Close	Soula Ganiatsas (PCRN)