

Writing about your research for The Conversation training session

Are you an academic, researcher or PhD candidate who would like to build a media profile and take your research to a global public audience by writing for The Conversation?

The Conversation is the world's leading publisher of research-based news and analysis. It is an open access, independent media charity funded by more than 90 UK and European universities.

In this **interactive session** we'll take you through what The Conversation is - our origins and aims; what we do and why.

We'll look at why you should communicate your research to the public and take you through The Conversation's unique, collaborative editorial process.

We'll give you tips on style, tone and structure (with examples), look at how to pitch (with examples) and look at different approaches and article types.

In the second part of the session, you will have the opportunity to discuss your research with a Conversation editor, pitch potential story ideas and receive feedback.

***Note the session takes place on Zoom and we expect you to turn your camera on.**

Benefits of attending

- Find out how to join a community of academic authors taking their expertise outside the institution
- Understand what makes a good story and the types of articles your expertise could generate
- Learn the skills of journalistic writing and how to make your writing accessible and engaging to a diverse general audience



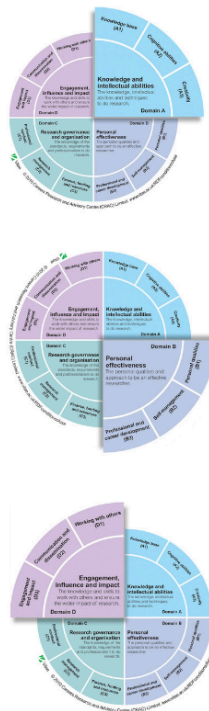
- Meet one of The Conversation’s editors and learn how we commission articles

To get the most out of your time with the editor, come prepared:

- Read some articles on The Conversation to get a sense of what we publish
- Think about the sort of pieces you might potentially write, what aspects of your research might interest people, and come armed with ideas.

There are a limited number of places for this session. If you sign up and then are no longer able to attend, please cancel your registration so that your place can be re-allocated to a colleague on the waiting list.

[How this session maps to Vitae’s RDF](#)



Domain A: Knowledge and intellectual abilities		P	S
A1 Knowledge base			
A 1.7	Academic literacy and numeracy	x	
A 2	cognitive abilities		
A 2.2	Synthesising	x	
A 3 Creativity			
A 3.2	Intellectual insight		x
Domain B: Personal effectiveness			
B3 Professional and career development			
B 3.3	Responsiveness to opportunity		x
Domain D: Engagement, influence and impact			
D 1 Working with others			
D 1.6	Influence and leadership		x
D2 Communication and dissemination			
D 2.1	Communication methods	x	
D 2.2	Communication media		x
D 2.3	Publication		x
D 3 Engagement and impact			
D 3.2	Public engagement	x	
D 3.5	Society and culture		x

P= Primary Outcome S= Secondary Outcome