

Workshop

26 October 2017



THE PALLIATIVE CARE RESEARCH NETWORK PRESENTS:

“Communicating research to a lay audience” by Ms Sasha Petrova (*The Conversation*, VIC)

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

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. The Palliative Care Research Network (PCRN) is hosting a Workshop entitled 'Communicating Research to A Lay Audience' at the *5th Australian Palliative Care Research Colloquium*. 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 will take you through how to pitch your research to *The Conversation* (an independent source of news and views, sourced from the academic and research community and delivered direct to the public, which aims to allow for better understanding of current affairs), 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.



About the Speaker

Sasha is the Deputy Editor (Health and Medicine) at *The Conversation*. She joined *The Conversation* in 2015 after working for the *Centralian Advocate* – a newspaper in Alice Springs – where she was the health and education reporter. Prior to that, she completed a Masters in Journalism and International Relations and wrote regular freelance pieces for various Australian publications.

PCRN Workshop Details

Date: Thursday, 26th October 2017
Time: 8:30 am - 10:30 am
Rendezvous Hotel
Venue: 328 Flinders Street
Melbourne, VIC 3000 Australia

Cost (incl. GST): AUD \$25.00 (light breakfast included)

Registration: Please register online via the website: www.apcrc.net.au

For additional information, please go to the Colloquium [website](#) or contact the event coordinator, Alfreda Soetopo, on +61 (3) 9416 0000 or by email pcrnv@svha.org.au

PALLIATIVE CARE RESEARCH NETWORK

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