

Forum

1 March 2017

THE PALLIATIVE CARE RESEARCH NETWORK PRESENTS:

“Presenting research to a lay audience”

by **Ms Sasha Petrova** (*The Conversation*, VIC)

If you're an academic in the area of 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. Our readers love finding out how new cancer treatments are discovered, how neuroscience explains sleeping patterns and how viruses become resistant to drugs. But it needs to be communicated in a language understandable to someone who doesn't work in the field. In this presentation, Sasha will take you through how they edit articles at *The Conversation* – the structure, the news pyramid and jargon busting – at the end of which 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 Assistant 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.

Date: Wednesday, 1st March 2017
Time: 5:00 pm - 6:00 pm followed by networking drinks
Venue: Level 2, Clinical Sciences Building,
St. Vincent's Hospital Melbourne,
29 Regent St, Fitzroy VIC 3065

RSVP: This is a free event. Please register online by COB Monday 20th February 2017 to secure your place at:

<http://www.centreforpallcare.org/>

This forum will be available *online* via a *webinar* and *in person* (please indicate your preference when registering).