

Sample 1.5 day Workshop Programme

Session One — full day

TIME	ACTIVITY
9:00	Simplifying Science — <i>On creating a concise, simple story</i>
10:30	Coffee break
10:45	Hooking Your Audience — Find the right hook to land your audience, and the structure to keep them interested
12:00	Lunch
13:00	Mock Editorial Conference — Join the editorial team of a daily paper to choose today's news stories, & learn what the Media Machine wants from a science story
2:30	Coffee break
2:45	Science & Social Media — As a researcher, should you be on social media? Why? How? An intro to the basics.
3:30	Media-Savvy Scientist — a live case study. Meet a research scientist with media expertise, to learn how they communicate about their work with the wider world through print, broadcast and social media.
4:30	Close

Session Two — half day

TIME	ACTIVITY
9:00	Radio & Video Interviews — Now it's your turn in front of the mic. Discuss your research with the interviewer, & observe others do the same. Debrief afterwards on what went well, what could be improved, and what to focus on next.
11:00	Coffee break
11:15	Becoming The Expert — How can you become a go-to scientist in your field? Hear from a researcher who has built their media profile by forging relationships with the university's media office as well as local and national journalists.
1:00	Close