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Communication: the key to future funding

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Description of the Work

This workshop will focus on practical advice on communicating the results from research carried out on a national, international or global basis. A journalist will give an overview of how the media works, how to get stories noticed or ignored and how to deal with your worst fears in dealing with press people. The workshop will also give hints and tips on how to talk about your work to a range of audiences, as well as a behind the scenes look at what the European Commissions wants to see from successful projects.

The EGI communications teams will share their experiences of using social media such as Flickr, Facebook and Twitter to get the message across simply and quickly. The workshop will also look at the role blogs can play in communicating what you do to the right people.

Finally, the workshop will work as a surgery to share your success stories - and your media nightmares!

Conclusions

This communications overview workshop could also be run in conjunction with a dedicated media skills training day on the Monday. This additional training day would be aimed at the NGI International Liaisons, who would need to confirm their attendance separately, with a maximum of 10-12 participants. This course, run by Martin Ince of the THES, would specialise in practising interviews on film and for radio. The training day would be supplementary to the communications workshop in the main programme.

Impact

The workshop is aimed at anyone who needs to communicate their work, or the work of other people as part of their role. It will be of particular interest to anyone who is new to communicating research in these areas, or who has particular problems in getting their message out that they would like to share with other communications specialists. We hope to see a good attendance by the NGI International Liaisons and communications teams from collaborating projects.

Overview (For the conference guide)

Communicating your work effectively has never been more important for securing future funding. With Horizon 2020 coming on-stream in 2014, funders are increasingly focused on getting the research they support noticed. The watchword is not to disseminate, but to communicate, and establish two way engagement with your peers and wider audiences. This interactive workshop gives the inside story on communicating your work through the press, social media and the web. The communications team from EGI will be joined by journalists and professional bloggers to give practical advice and a forum to share what works - and what doesn't.

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