

Media coverage does not just happen: Prepare for your 15 seconds of fame!

Wednesday, 1 August 2012 15:00 (4 hours)

Media attention is not something that just happens but it is something that you can prepare for well in advance. Preparing your key message; considering who your stakeholders and audiences are; which medium will be used; mapping socially sensitive topics; as well as training on Q and A's (Questions and Answers) and interview situations will help researchers and science communicators in making a successful media appearance firmly based on the research content. In this media workshop, students choose a nanotechnology topic for which they will decide on a key message and write a press release. A short presentation and a video interview will be based on these.

Presenters: Mr BALVERT, Fred (Erasmus MC University Medical Center Rotterdam); Ms ZGAOUI, Souad (Erasmus MC)