

TV, Twitter and beyond: using communications to build influence

Monday 28 April 2014
41 Portland Place, London, W1B 1QH

12:00	Registration and lunch
12:45	Welcome and intro Ruth Francis, <i>Head of Communications, BioMed Central (Chair)</i> Nick Hillier, <i>Director of Communications, Academy of Medical Sciences</i>
13:00	Engage to influence Professor Sir Simon Wessely FMedSci <i>Professor of Psychological Medicine, Institute of Psychiatry, King's College London</i> <ul style="list-style-type: none"> - Why all researchers should seek to engage with the media. - How to build influence through media.
13:30	Traditional media Fiona Fox OBE, <i>Director, Science Media Centre</i> <ul style="list-style-type: none"> - Why traditional media is still relevant in the age of social media. - How researchers should go about actively seeking opportunities through the media and public engagement.
14:00	Break
14:30	Social media Dr Katherine Sleeman, <i>Clinical Lecturer, King's College London</i> <ul style="list-style-type: none"> - The potential for impact through social media, especially Twitter. - Why public engagement direct to the public is worthwhile. - Why social media is important for research careers.
15:15	Who, what, why? <ul style="list-style-type: none"> - In small groups, attendees brainstorm traditional news outlets and social media that they would like to engage with. What will they do for your career? What will you add to the public understanding of science? Why you? Why now? <p><i>Tea and coffee available</i></p>
15:45	Plenary Share insights from small group discussions.
16:00	Keynote Professor Sophie Scott FMedSci <i>Professor of Cognitive Neuroscience, University College London</i> <ul style="list-style-type: none"> - Why engaging with the media has been important in my career. - How media engagement has helped me to build influence.
17:00	Drinks
18:00	Close

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