



Kolling Media Training

December 2, 2021

2pm-3pm

Zoom meeting ID **848 9289 0999**

Join us for an online presentation detailing the best ways to increase the profile of your research through the media.

The session will cover:

- What makes a good story
- How to raise your media profile
- The development of key messages
- Media options for your targeted audience
- The current media environment

During the session, Professor Jim Elliott and A/Professor Tom Buckley will share their first-hand experiences profiling their research through the media, while Vivienne Reiner will discuss how to secure media coverage. There will be an opportunity to ask questions.

PRESENTED BY

Professor Jim Elliott

Acting Executive Director
Kolling Institute

A/Professor Tom Buckley

Research Education Academic
Director (North Precinct and
Sydney Nursing School)

Vivienne Reiner

University of Sydney
Media and Public Relations
Adviser (Health)