

Research Communication Course - Writing for Impact

A three-day course to introduce some of the techniques used by professional writers in journalism, academia and society.
Delegates will attain familiarity with traditional and non-traditional media and sharpen their communication skills to increase their impact in the wider world.

<i>Breakfast</i>			
	DAY 1 News media (OG)	DAY 2 Writing for a broad readership (NB)	DAY 3 Social media and stakeholder engagement OG/NB
7.30 - 8.30			
9:00 - 13:00	Session 1	Session 5	Session 9
	Introductions and ground rules Knowing your audience Exercise: the elevator pitch	Writing effectively Guest lecture: Abhay Kumar, writer, poet and Indian diplomat to Nepal (45 minutes including discussion)	Introduction to social media Exercise: set up Twitter or other social media account.
10.30 - 11.00	<i>Tea/Coffee</i>		
11.00-12.30	Session 2 (RB, SS)	Session 6	Session 10
	Meet the press: journalists join group to discuss the media Exercise: dialogue with journalists	Academic publishing Exercise: Concise title and abstract for a research article	Engaging stakeholders (20-minute lecture followed by group discussion)
12.30 - 1.30	<i>Lunch Meeting (PS/AK/RS/SS)</i>		<i>Lunch</i>
1.30 - 3.00	Session 3	Session 7	Session 11
	In a journalist's shoes Exercise: delegates become journalists for an hour	Voicing views: Pitching and Writing commentaries and op-eds Exercise: Open pitch to faculty; writing a stand first	Engaging stakeholders (continued) Exercise: writing a two-page policy brief
3.00 - 3.30	<i>Tea/Coffee</i>		
3.30 - 5.00	Session 4	Session 8	Session 12
	First impressions last Exercise: develop narratives and practice storytelling.	Introduction to blogging Exercise: Setting up a Blogger/WordPress account; composing a 500-word blog post	Synthesis and feedback
7.00 - 9.00	<i>Welcome Dinner</i>		<i>Dinner</i>

Resource Persons: Abhaya Kumar (AK); Ninad Bondre (NB); Owen Gaffney (OG); Ramesh Bhusal (RB); Saleem Shaikh (SS)