



# Media & Communication in Research

*How to refine and pitch your message for maximum impact*

Friday, 24 August 12:30 – 1:30PM

Don't miss this opportunity to hear about how to maximise the impact of your research and ensure your bottom line is delivered in an engaging, accurate, and responsible way.

Elizabeth has impressive media experience and will provide practical techniques on working with the media and pitching your message. This facet of knowledge translation is essential for researchers to understand and master.



## Elizabeth Chester

Director of Communications & Development at the Telethon Kids Institute, Liz leads a team who support the Institute in communications, media, fundraising, and marketing as well as researchers in translating their work for the broader audience, including families and policy makers.

Liz has extensive experience as a broadcast journalist and producer and has worked with both Channels 7 and 9, and in the State Government's Media Office.

## Perth Children's Hospital

PCH Auditorium, Level 5

*(Pink or Yellow lifts)*

15 Hospital Ave, Nedlands

## Register Online

ResearchEducationProgram

*.eventbrite.com*

Further information:

[ResearchEducationProgram@health.wa.gov.au](mailto:ResearchEducationProgram@health.wa.gov.au)

[ResearchEducationProgram.org](http://ResearchEducationProgram.org)

## \*Hosted VC Sites Include:

Bunbury Hospital

Child and Adolescent Community Health

Curtin University

Fiona Stanley Hospital

Joondalup Health Campus

Lions Eye Institute

Midland Community Health Centre

Royal Perth Hospital

*For more locations, visit:*

[ResearchEducationProgram.org](http://ResearchEducationProgram.org)

\*Online VC via Scopia App