

THE ART

Do you want your research to reach a wider audience? OF RESEARCH

A mentorship program for innovative science communication

#theArtofResearch



ACTIVATE AFRICAN KNOWLEDGE
Jive Media Africa



Presented by Jive Media Africa,
research communication specialists

THE ART

Innovate • Create • Engage

OF RESEARCH

Increase the impact of your research

To create change, ideas must be shared. Sharing scientific knowledge with public audiences requires specialised skills. The Art of Research training programme grows skills for effective engagement with audiences outside of academia, increasing the impact of research.

Join us for a hands-on interactive workshop on:

Contextual Writing Transform a journal article into an accessible story to reach a wider audience. Learn how narrative writing structures can be used to convey research to the public.

Public Speaking Confidently engage audiences with great ideas which inspire action. Hone your skills through delivering and recording short talks.

Powerful Presentations A great presentation can change the world. Develop presentation skills to design and deliver effective, attractive presentations that make lasting impact.

Build Your Research Brand Define and refine your online brand identity to establish your expertise and invite collaboration and engagement. Develop a brand narrative and learn how to use powerful media platforms to enhance your visibility.

Inspiring STEM Engagement Develop early interest and exposure to science, technology, engineering and mathematics in collaboration with the national Science Spaza initiative.



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www.jivemedia.co.za

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Jive Media Africa is committed to growing science engagement in Africa and are winners of the NSTF award for science communication through innovative and exciting media.