

LUNCHTIME TALK

THE CONVERSATION – BRINGING ACADEMIC RIGOUR AND JOURNALISTIC FLAIR TO THE PUBLIC

The Conversation began as a bold idea to bring news and views sourced from the academic and research community direct to the public. First launched in Australia in March 2011, it now has newsrooms in the US, UK and Africa – with more to come. Newsroom editors collaborate with scientists, scholars and researchers to turn their findings and ideas into high quality, authenticated and explanatory journalism, within the 24/7 news cycle. The aim? To further public understanding and discussion of complex issues and current affairs. All articles on *The Conversation* website are free to read and republish.

This talk will explain how academics and researchers have used *The Conversation* to communicate their research in a readable and accessible way. It will also discuss how universities involved with *The Conversation* have been able to measure the extent to which their research and academic writing is being disseminated to the wider community.

ABOUT THE SPEAKER



Ms Lisa Watts

Chief Operating Officer, The Conversation

Lisa Watts leads the commercial operations of *The Conversation* and is responsible for funding and business development. Previously she was CEO of ArtsHub, the leading news and jobs site for the creative arts industry. Her career includes CEO of a search marketing firm, and GM of the MyCareer online employment business for Fairfax Digital.

CHAIR
TBC

Wednesday, 30 September 2015 12:15pm-1:30pm

Seminar Room 3-5, Level 3, Manasseh Meyer Building, Lee Kuan Yew School of Public Policy
469E Bukit Timah Road, Singapore 259774

Admission is free. Please register at lkyschoolevents@nus.edu.sg

This is a brown bag session and you are welcome to bring your packed lunch.

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