

The free seminar, which consists of a mixture of talks and workshops, will take place in the Holiday Inn, Ormeau Avenue, Belfast.

Issues to be covered include:

- Writing grant bids to maximise chances of securing funding
- Communicating to influence policy
- Publicising research through new and old media
- Engaging with older people
- Choosing the right methods for engagement
- Using the right language
- Successful and unsuccessful approaches

There will be a presentations from a number of people including Professor Gail Mountain, KT-Equal from the University of Sheffield; Professor Alan Newell, School of Computing, University of Dundee; Trevor Cox, EPSRC Senior Media Fellow, University of Salford and James McEldowney, Deputy Principal, OFMDFM (Office of First Minister and Deputy First Minister) in Northern Ireland.

The seminar, which will include a light lunch, is free to attend but advance booking is required. Please RSVP by Friday 17 June 2011 at 12noon. You can register online at <http://kt-equal.org.uk/calendar/58/32-Lost-in-Translation---How-to-communicate-most-effectively-with-non-academics>

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