



**2017 WORLD CONGRESS OF PSYCHIATRIC GENETICS
OCTOBER 13 – 17, 2017
LOEWS SAPPHIRE FALLS RESORT**

MEDIA TRAINING WORKSHOP

GENERAL OBJECTIVE:

This media workshop will provide participants with an understanding of what the news media expects from them during interviews and what they should expect from news media. In the training session, participants are armed with the skills and knowledge needed to “think like a reporter” to increase their chances of getting media coverage or at least excelling when they are covered by the media.

Thanks to the boom of advanced communication technologies, today’s traditional media landscape has been significantly altered. As a result, social media has become an essential tool for the news media. Social media is used to identify stories and find experts. Additionally, social media has also become a space to create and disseminate your own stories and messages. Therefore, the explosion of social media requires knowing how to brand, or build, a presence for yourself and your research. This general session provides an overview of the power of social media, offers insight into how the media use social spaces, and how you can leverage these spaces for your research.

SPECIFIC OBJECTIVE:

The workshop will help participants to build relationships with members of the media; understand how to communicate with the media in ways that lead to accurate coverage of their work with an emphasis on teaching participants how to explain their work well to a journalist.

The Media Training Workshop will be held as part of the 2017 WCPG Education Day on Friday, October 13, 2017 from 1:00 PM – 3:45 PM.

To register for the 2017 WCPG, go to:

<https://ispg.societyconference.com>

For additional information, contact the Executive Office at info@ispg.net or +001 615 649 3086.

