

Finessing Your English-Language Style

Aimed at academics for whom English is not a first language, the focus of this half-day workshop will be on high-level academic writing, and on developing techniques to recognise stylistic strengths and weaknesses, and adopting phraseology that better fits with English idiom. Formal teaching will be mixed with 'active reading' and participants can expect individual attention. Marina will follow up with one-to-one writing consultations.

Workshop Leaders: Angus Wrenn, LSE Language Centre, and Marina Benjamin, freelance writer and journalist

Appropriate for staff with papers or articles currently being readied to send to journals.

How to Communicate with the Corporate World

This one-day workshop aims to develop workable models of engagement with potential partners in industry and elsewhere. Led by training professionals with extensive experience in the corporate sector, it will engage you in a simulated marketplace of ideas where you pitch and react, and replicate interview/ encounter situations with potential new partners. The idea is to identify specific parts of the academic process that successfully transpose across different professions.

Workshop Leader: Chris Higgins, co-founder and director of The Map Consortium

Suitable for staff committed to working with external partners.

Design by: LSE Design Unit (www.lse.ac.uk/designunit)

Photography: www.istockphoto.com, www.sxc.hu

The London School of Economics and Political Science is a School of the University of London. It is a charity and is incorporated in England as a company limited by guarantee under the Companies Act (Reg. No. 70527).

The School seeks to ensure that people are treated equitably, regardless of age, disability, race, nationality, ethnic or national origin, gender, religion, sexual orientation or personal circumstances.

The information in this leaflet can be made available in alternative formats, on request.
Please email: tlc@lse.ac.uk



TLC Teaching and Learning Centre

Knowledge Transfer Workshops

... Extending the reach of your Research

Further Information

email: m.benjamin@lse.ac.uk

lse.ac.uk/tlc



The Teaching & Learning Centre is piloting an exciting series of workshops for academic and research staff at LSE. Developed by Marina Benjamin, Royal Literary Fund Fellow at LSE between 2007-2009, the programme offers a unique opportunity for staff development in specialised areas, and is designed to help academic and research staff communicate their work across a wide range of outlets.

Interactive workshops will take place in the lent and summer terms, and focus on developing writing skills to reach audiences beyond the academic peer group, from policymakers to corporate partners. Academic and research staff will also get the opportunity to hone their communication skills in workshops led by radio and television producers.

Each workshop will offer follow-up sessions for further training, adapted to individual needs of staff, as well as networking opportunities aimed at taking academic work to the next level – to a panel of BBC radio producers, to parliament, to think tanks.

Marina Benjamin has fifteen years experience in journalism. She was arts editor of the *New Statesman* and deputy arts editor of the *Evening Standard*, and has written op-ed columns for the *Daily Express* and *Scotland on Sunday*. Among her books, *Living at the End of the World* was a *Sunday Times* book of the year, and *Rocket Dreams* was shortlisted for the Eugene Emme Literature Award. Marina's latest book *Last Days in Babylon*, long-listed for the Wingate Prize, tells the fascinating story of the Jews of Iraq, told through one family's story.

During her time as Royal Literary Fund Fellow, Marina saw almost 400 LSE students and research staff from departments across the school for one to one writing consultations

* * *



Writing for Policy Makers

This one-day workshop focuses on the how-to of producing clear, evidence-based argument in the language of advocacy. You will assess the policy potential of your own research, analyse the constituent features of good policy writing, map out the policy landscape relevant to your own specialism, and produce a succinct template that you can 'grow' into a policy report. Follow-up sessions include one-to-one writing consultations with Marina, plus an opportunity to learn the protocol involved in lobbying parliament.

Workshop Leader: Alister Scott, founder of The Knowledge Bridge and visiting fellow at Sussex University's Energy Group

Suitable for academic and research centre staff who are actively engaged in turning research into policy reports.

Increasing Your Digital Footprint

This half-day workshop in profile-building aims to enhance your currency on the web. It covers how to shape your web profile, promoting your research in different online arenas, from LSE's own 'Experts' page to personal web pages, to subject repositories, such as Economists Online. You will learn about the value of 'linking', as well as how to profit from professional networking sites – scholarly equivalents of LinkedIn. A critical workshop for those concerned to meet the REF's 'impact' requirement.

Workshop Leaders: Matt Lingard and Jane Secker, Centre For Learning Technology, LSE

Suitable for mid-level academic and research staff, especially those with fingers in a number of pies.

Making Television Interviews Work for You

This is a content-based, one-day workshop aimed at understanding what interviewers want in different formats – news, current affairs, documentary – and how to meet or parry those expectations. It builds on the 'Face The Media' training offered at induction and covers turning an academic position into an opinionated expert view; how to take control of an interview; how to get your message across effectively; how to work panel situations to advantage; and how to enhance your versatility.

Workshop Leader: Neil Crombie, Executive Producer, Seneca Productions

Suitable for mid-career academics with a special interest in television as a medium for disseminating their ideas and staff wishing to build on existing broadcast experience.

Talk Your Way into Radio

This one-day workshop maps out the audio broadcast landscape and teaches academics to build bridges from fact to opinion to emotion, finding the topicality in a piece of their own research and imparting a lightness of touch. It will cover the basic grammar of broadcasting across news and current affairs. Interactive components range from playback and analysis of archive material, to pitching exercises and interview role play. Follow-up includes meeting a panel of BBC producers.

Workshop Leader: Dinah Lammiman, freelance radio producer for the BBC and creativity trainer

Suitable for academics with some radio experience, who wish to develop their skills in this medium and explore the feature potential of their research.

