

Life Sciences Professional Development Event - Communicate your Impact in the Real World

When: 31 May 2017 5:30 PM - 8:30 PM

Where: AIBN Seminar Room, The University of Queensland, Building 75, Cnr College & Cooper Rds, St Lucia

Cost: Member \$25.00 Non-Member \$30.00 (all prices inc GST)

To Book: Go to www.wit.org.au

How to authentically promote yourself and your science using mainstream and social media

This event is open to everyone in the life sciences community interested in promoting their science in the real world. The event will be followed by drinks, canapes and some great networking so make sure you bring your business cards!

Your Presenters:

Jen Ramsey has more than 23 yrs experience in branding, positioning and corporate communication and has advised clients from start-ups through to multinationals. She has created & launched brands, trained hundreds to be better communicators and coached people including elite athletes, CEOs and politicians. Jen has consulted to multinational and national companies including BDO, Ernst and Young, PWC, BHP Billiton and Rio Tinto Alcan.



Dr Lee Hickey from Hickey Lab's impactful science is generating strong community, government and industry interest and research outcomes have received wide media coverage. An advocate of promoting and communicating science to the public he also leads a research team conducting genetic studies on factors that limit production of wheat and barley and develops novel tools and methodologies for plant breeders. He has played a pivotal role in developing 'speed breeding' technology; his advice sought internationally. Successful in attracting funding and has been named a Chief Investigator on \$4.3M of grants in the last 4 years.



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