Introduction: As research climates change, so too do modes of research dissemination. Research publication has evolved from its oral origins in response to both research and technology revolutions. Contemporary research agendas incorporate dissemination impact. Changes such as these have prompted some researchers to adopt creative modes for both academic writing and research dissemination.

Aims: This presentation models ‘cabaret as academic writing/presentation’, addressing why? and how? questions associated with this mode of research dissemination/diffusion.

Methods: Alternate modes of research diffusion invite innovative data, such as twitter, email audience responses and re-presentation invitations, along with traditional audience interviews. Audience responses have been analysed using thematic analysis.

Results: The data reveals several meaning-construction themes, including admiration and role model creation, emotions and boundary spanning.

Discussion. In the wake of OECD redefining research to embrace forms of creative work (OECD 2002: 128) there has been a revolution of different ways of presenting research and therefore of academic writing. One example of creative academic writing, Cabaret (mentioned in Brown, 2014) is both innovative and elusive. It may even be contested whether it counts as entertainment or research! Exposure to new ways of disseminating research is an important element of the academic practice of undertaking research.