

2025 SARIMA Conference | WORKSHOP:



— Becoming a Digi-Sapien: Unlocking Effective Communication in a Digital Era

- Tuesday, 2 September 2025
- 08h30 – 16h30
- Limited to 50 participants
- Protea Hotel Stellenbosch, Cape Town, South Africa

- **CATEGORY:** Both Research Management (RM) and Innovation & Technology Transfer (I& TT)
 - **TARGET AUDIENCE:** Research and innovation managers and administrators
 - **FOCUS AREA:** Intermediate
-

Overview:

- This workshop will equip you with the skills and knowledge to effectively advocate for your institution's research strengths, identify engagement opportunities, and leverage digital tools for impactful communication.

Objectives:

1. Understand your audience and advocate effectively for your institution's research and innovation strengths.
2. Explore the role of effective communication in the daily functions of research and innovation managers.
3. Learn to identify engagement opportunities and create visibility for your research portfolio.
4. Develop soft skills to build trust through effective communication.
5. Discover the role of AI in communication and the ethical considerations involved.
6. Equip yourself with essential digital tools and resources for effective communication.
7. Apply narrative techniques for impactful science communication.
8. Understand journalists' needs and support researchers in media engagement.
9. Craft compelling press releases and social media stories.

Organisers – Facilitators:

- JiveMedia

Programme Chair:

- Ms Maryke Hunter-Hüsselmann | Stellenbosch University (South Africa)