

**Making your message matter**  
**How to inspire, connect and engage**  
**to share your research activities and outcomes**

**Loretta Davis**

ICE Solutions, Brisbane, Australia, [rettadavis@hotmail.com](mailto:rettadavis@hotmail.com)

**Overview**

In simplistic terms, effective communication is providing the right message to the right people in the right way at the right time.

Are your research activities and outcomes important? Do you want to learn how to effectively communicate information, increase your profile and make your message matter? Not sure where to start or how to do it? If you answer “yes” to any of these questions, then this presentation is for you!

Communication is continually evolving – in the 1990s the Internet was emerging and we told users to RTFM and visit our 1 page website. In 2015 it’s a vastly different ballgame....we now seek to elicit actions by targeting specific emotional responses and TDFB (Think – Do – Feel – Believe) has become the guiding force for communication.

Successful communicators are successful people. 87% of our daily lives revolve around written and verbal communications activities – creating and reading documents and reports, delivering and listening to presentations and participating in meetings.

This presentation will help increase the effectiveness of your communications:

- Key communication concepts including identifying your “end game”
- How to plan effective communications activities using the MY STORY framework
- How to write clear and concise “copy” for specific audiences (including tricks to improve your communications materials)

By the end of this presentation you’ll learn how to improve the structure, quality and effectiveness of your written and verbal communications activities and understand the best way to present information to others.

## Outline

### 1. **What makes a good communicator?**

Good communicators convey information in a clear, concise and structured manner.

87% of our daily lives revolve around written and verbal communications activities – creating and reading documents and reports, listening to presentations and participating in meetings.

This section highlights the skillset for good communicators, including identifying “end goals”, how to use communications activities as stepping stones and the importance of good listening.

### 2. **MY STORY – a simple framework for planning communications**

Do you have important information to tell? Do you want to make your message matter but not sure where to start or how to do it? MY STORY is your answer!

MY STORY is a simple modular framework to help structure your communications activities and goals. Simple to implement – the framework scales easily from small projects through to large corporate organizations.

We'll walk through how to implement MY STORY in your existing project/organization to ensure your communication activities are aligned with your project/organizational objectives. You'll learn about the different stages of communication, how to profile target audiences as well as how identify appropriate message channels and activities.

You'll also learn how to develop key messages using the “ABC message” approach.

### 3. **Making your message matter – how to create great “copy”**

Now you know what you want to communicate – we'll focus on how to communicate it!

This session focuses on how to effectively communicate your information. We'll discuss the fundamentals of writing and voice as well as how to use “building blocks” to cement and extend your ideas. We'll walk through existing communications materials and demonstrate how simple techniques can easily improve and transform your materials into great content!

Good presenters are not born – they're made!

Effective presentations are not a “one size fits all” activity – they are a combination of individual presentation style and effective content coupled with consideration for the presentation environment and target audience.

In this section we'll identify your presentation style and learn how to tailor it to suit the presentation environment and target audience.

## **WHO SHOULD ATTEND**

Anyone who wants to improve their written and spoken communication skills. Our journey will start with planning and focusing communications activities, travel through writing and improving content and finally arrive at our destination of delivering confident presentations that inspire others.

## ABOUT THE PRESENTER

**Loretta Davis** is a seasoned Solutions Specialist with over 25 years' experience as a technical writer, communications specialist and presentation coach. Loretta has held senior communications, technical and management roles across the commercial, government and higher education sectors and holds tertiary qualifications in languages, information technology, quality management and international business.

Loretta has written significant amounts of communications materials including marketing collateral, end-user documentation, technical whitepapers, website content, software and hardware user manuals, online help, process framework as well as training and assessment materials. She has implemented secure documentation frameworks in a number of high profile global organizations to streamline publications and communications activities and ensure communications align with corporate strategic objectives.

Loretta is a seasoned presenter and regularly develops and delivers information, training and sales presentations to national and international audiences.

For the last 5 years Loretta has focused on operationalizing commercial start-up ventures and improving the viability of existing businesses for venture capitalists and private businesses.

Her current and past clients include:

- **Higher education and research sector** – AeRO (Australian Research Organisations), RDSI (Research Data Storage Infrastructure), QCIF (Queensland Cyber Infrastructure Foundation), AAF (Australian Access Federation), AusCERT (Australian Computer Emergency Response Team), University of Queensland Prentice Centre (now Information Technology Services).
- **Government** – Queensland Department of Innovation and Information Technology (working on whole-of-government projects including the Department of Premier and Cabinet and the Transport Department).
- **Commercial** – Westinghouse Australasia, Flight Centre, QuickBeds, RedHat, Leica Geosystems, Ergon Energy, Allianz Insurance/Mondial Assistance, CITECT, QuintessenceLabs, GPSI Solutions, Multinail Australasia, Multinail South Africa, RSA, Mincom (now Ventyx), Business Aspect, iVolve Industrial Technology, Dialect Solutions, Transtoll, Glenco Air & Power and ELPRO Technologies.
- **Current startups** – Bright Future Financial, Stella Consulting, Morkas Homeopathic Clinic, Herbs2Heal and The Herb Store.