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## **The pen is mightier than the pipette: writing to inform and engage (Tamaryin Godinho – Science in School)**

*Friday, 11 June 2021 11:30 (25 minutes)*

Writing is a powerful tool for communicating the importance of what you do. Publication, whether as an article or a blog post, allows you to reach a large audience over an extended time period. However, it can be challenging to engage non-specialist readers, and you only get once chance; if they stop reading, there is no getting them back. This talk will cover some of the most common science writing pitfalls and provide you with some tips and tricks to capture and hold your readers' interest. And if you're inspired to put these tips into practice, there are opportunities to submit an article for Science in School.

**Presenter:** GODINHO, Tamaryin

**Session Classification:** How To Promote Your Research