

Exercise 7: Reaching your audience

Work together as a group.

Your client wishes to publicise the results of your research.

Tasks

Discuss who you see as the main audiences for the results of your study	<i>5 minutes</i>
Identify what you see as the best methods for disseminating your study's findings to each of your target audiences	<i>5 minutes</i>

Deliverables

1	Matrix diagram of audiences v dissemination methods
2	Two minute talk describing your deliberations and the reasoning behind your decisions