



# Migration Research Gyms

**Opportunities for emerging scholars to hone their research skills.**

## **GETTING YOUR RESEARCH WORK KNOWN: HOW TO WRITE AN EFFECTIVE POLICY BRIEF**

*with Laura Matthews,  
Ryerson University*

### **WORKSHOP LEADER:**

Laura Matthews is Marketing and Communications Manager, CERC Migration, Ryerson University. Laura has led communications teams in university and research environments for over twenty years and has worked extensively with researchers to develop communications materials appropriate for a range of audiences from government and donors, to stakeholders and the media. She has an MSc in Media & Communications from the London School of Economics.

### **WHAT?**

Policy briefs are becoming increasingly relied upon by policy makers to help them canvas a wide range of perspectives and evidence to inform their decisions. They are also an important tool to help researchers share their insights and evidence with a broader community and build a reputation as an expert. Ultimately, policy briefs are a critical step in making research results known so that the work will have impact in the wider world. Not all briefs are effective, however. Writing concise and persuasive briefs takes knowledge and practice. This workshop will review the audiences for policy briefs and their information needs, and will explore the best practices in writing and distributing the policy brief.

### **IN THIS WORKSHOP YOU WILL LEARN:**

- What is the role of policy briefs in the policy decision-making process?
- Who is the audience of a policy brief and what do we need to know about them?
- What are the key components of effective policy briefs?
- What are the steps to writing a policy brief?

### **HOW?**

The workshop will be highly interactive, with the lecture interwoven with group discussion and time allocated for group and individual practice. Materials will be shared in advance and will form the basis for group discussions and individual work.

### **WHERE AND WHEN:**

**Date:** October 23, 2020

**Time:** 9:00 AM - 12:30 PM

**Location:** Online via Zoom

### **FOR FURTHER DETAILS:**

[www.ryerson.ca/cerc-migration/researchgym/policy\\_brief](http://www.ryerson.ca/cerc-migration/researchgym/policy_brief)