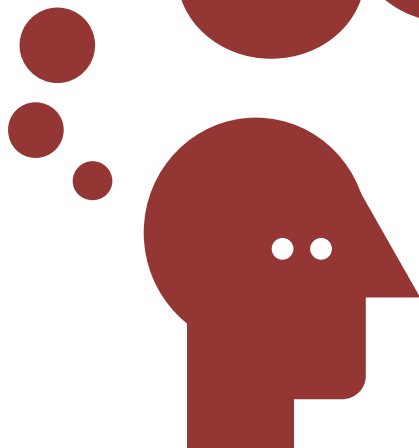


What The Public Really Think:

- public surveys,
- polls and
- focus groups

+ Victorian
AGM 2010



Tuesday 20 April 2010

6pm for 6.15pm: Victorian AGM

6.45pm for 7pm: Session

The Clare,
421 Rathdowne St
Carlton VIC 3053

We write for the general public, we talk to the general public. But who exactly are the general public? And how do we know what they think? Or even whether they are interested in science in the first place?

Join us for a discussion on public surveys, polls and focus groups. How easy is it to conduct a survey? What can surveys reveal? And how can we use them to better direct our communication efforts.

The speakers are:

- **Craig Cormick**, Manager of Public Awareness for the federal government's National Enabling Technologies Strategy.
- **Wendy Williams**, Manager of Science and Community for the Victorian Department of Innovation, Industry and Regional Development.
- **Bruce Packard**, National Customised Research Director for Roy Morgan Research.

Free for members. \$10 for non-members. \$5 non- member students.

Meals and drinks at bar prices

(+ a free drink for members attending AGM!)

RSVP and enquiries:

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The Australian Science Communicators (ASC) is a national association which supports and represents those who make science accessible to anybody. For more information <http://www.asc.asn.au/>

