

## Tips for Promoting Your Research – Jenna Carpenter

1. **Get involved in national organizations:** I have never seen an organization that had enough volunteers. Yes, volunteering will take some of your time. But if you take on a leadership roll (committee member or chair, session or event organizer, officer) and do a good job, you will learn a lot about the latest trends, the key players, and future directions in your field. You will have opportunities to provide insight and feedback on future directions. And you will meet the movers and shakers in your field, which opens doors to more visible positions of leadership and opportunities to become involved in national level initiatives in your field.
2. **Keep up with the latest news, research, reports, activities in your field:** Information is power. Join listservs, email updates, newsletters, etc., related to your field. Some of these may be run by professional organizations, others may be open to wider audiences and run by national labs, funded projects, etc. Knowing the latest trends, funding priorities, key findings, key players gives you a huge edge in securing funding, selecting your next research focus area, writing relevant and interesting papers, and more.
3. **Go to the important conferences and write papers about some aspect of your work every year:** You have to make it a priority to see and be seen every year if you want to build and maintain awareness of you and your research. Yes, it takes money and yes it takes time. Don't just go to give your talk and attend the distinguished lectures. Organize a session, attend the business meeting, go to the banquet, attend the awards reception, contact people ahead of time and make plans to meet them for lunch, dinner, etc. Go to other talks in your area, make a point of meeting other researchers with whom you might collaborate on future projects, invite them for coffee after the session so that you can talk further. Collect ideas for future work, new projects. Be on the lookout for opportunities to recruit graduate students or post-docs. In other words, get the most out of the conference.
4. **Network, network, network:** No one is going to come hunting for you and ask what you are doing. Meet as many people as possible, wherever you go. Ask about what they are doing, their primary challenges and successes, their thoughts on future trends and directions in the field. Find out who the leaders are in your field. Look for opportunities to interact with them, too. If you attend a conference, banquet, reception, talk, you should identify 3 – 5 people that you need to meet and look for opportunities to do so. Get a friend to introduce you. And be prepared to meet them. Know about their work, share some valuable insights, suggest ways that you could assist them in achieving their goals – if your comments are interesting and useful, they will want to know more and talk with you further.

5. **Take advantage of opportunities to talk about your work:** Keep up with your email, listservs for researchers in your field, newsletters for researchers in your field. When an opportunity arises to serve on a panel, organize a session, represent your field at the national level, talk about your research, volunteer ASAP. I have been invited multiple times to play a national leadership roll by doing exactly these things. Usually there are only a few slots available when opportunities like these arise, so it is important to be among the first to respond AND to be able to speak knowledgeably about your work/results and the current state/trends of your field. When you do get asked to speak, make sure you are prepared, engage your audience, give an interesting and valuable talk. Once people view you as competent/knowledgeable/eloquent, it will open other doors and opportunities.