

Croakey

“Conference News Service”

Amplify the impact of your event

The **Croakey Conference News Service** provides skilled, independent, multimedia journalistic reporting of webinars, conferences and other events.

Conference organisers pay for the time and costs of a journalist (or someone with appropriate skills and expertise) and editor to produce the coverage. Tweets, video interviews and articles produced as part of the service provide independent reporting, and are not vetted by conference organisers prior to publication.

The service is available for events that are of interest or use to Croakey readers.

Benefits

- **Independence**

Our independence provides credibility that adds value to content, participants and our readers and followers.

- **Experienced, respected editorial team**

Our team includes experienced senior writers, journalists and editors with extensive experience in covering health and medical matters.

- **Increased participation and engagement**

When Croakey journalists cover an event, this has a marked impact on the “vibe”, encouraging wider engagement and social media sharing. We also support the skills development of participants, encouraging them to engage with social media.

- **Impact**

The Croakey Conference News Service helps ensure the significant investment by all involved with webinars and other events – whether as organisers, presenters, participants or sponsors – has a broad impact.

Our coverage is often a form of research translation and is of particular interest to our influential audiences.

- **Accountability**

Our reporting provides a platform for event organisers, participants and the wider community to engage in respectful dialogue and to provide feedback upon presentations, sessions and the overall event organisation.

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Aims

- Provide a service to Croakey’s readers by helping to disseminate news from events with some public interest merit
- Disseminate knowledge and contribute to improved policy, practice and services
- Contribute to more informed and empowered communities
- Help ensure the sustainability of Croakey and to help fund public interest journalism.

Reports published at **Croakey** are also available to the event organisers and other organisations (subject to agreement) to publish in their own newsletters. Croakey can also produce an e-publication compiling the conference coverage.

In the interests of transparency, each article produced under this service is clearly badged with a logo.

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Please note

We are not providing a media and communications service. However, journalists and media outlets frequently follow our conference coverage, using it to inform their own work.

Croakey Professional Services is also able to provide non-journalistic reporting for events, and a range of other services, including writing, consultancy and workshops.

For more information: https://croakey.org/wp-content/uploads/2020/06/CHMFlyer_Services.pdf