



Campus Spotlight

From the lab into the news! How media relations work at IST Austria

Elisabeth Guggenberger, Media Relations at IST Austria

From Austria's biggest radio station Ö3 to TV and high quality newspapers like "Le Monde" IST received good media coverage lately. This was not pure luck. Elisabeth Guggenberger explains how media relations work, the three motivations why you should seek the attention of the media and what she can do to make you and the institute famous.

Thursday, April 26, 2018 11:30, Pub

Coffee, tea and small snacks will be served during the talk

Campus Spotlight is a talk series at IST Austria. In a crisp 30-minute session administrative staff from across all divisions and SSUs are invited to present their field of expertise. This is your chance to find out what your colleagues are working on in their daily life and ask questions to understand IST's inner workings. It is meant to engage the general IST community spanning from scientists, to students and admin staff.