



Speaker: **Dr Lucy Robinson**
Insight Editing London

Title: **“Publish or perish: Effective science writing from an independent editor’s perspective”**

Date : **10 Feb 2015 (Tuesday)**

Time : **2.30pm – 3.30pm**

Venue: **Aspiration Theatre, Matrix Level 2M, Biopolis**

Abstract of the Seminar:

High-impact publications are vital for success in science, but acceptance in top-ranking journals is becoming harder to achieve as the number of articles submitted to leading titles increases year on year. So how can you give your manuscript the competitive edge it needs? How can you make sure your latest report stands out from the crowd? In this seminar, a professional scientific editor offers her unique perspective on the process of drafting, revising and submitting research reports for publication, with the aim of helping you to better understand how to achieve high priority for acceptance in leading biomedical journals. Five years ago, Dr Robinson established the independent editorial company Insight Editing London, and in the last 3 years alone she and her colleagues have revised more than 200 pre-submission manuscripts for Singapore-based researchers, giving her rare insight into the pitfalls of the scientific publishing process. In this seminar she will highlight several techniques that every researcher can use to improve their own writing, as well as the role that independent editors can play during the manuscript preparation process.

About the Speaker:

Lucy achieved her D.Phil. in viral immunology and pathology at the University of Oxford in the UK, where she also undertook her formal training in effective communication of science. During her years of post-doctoral research in the UK and in Singapore, she saw the frustrations of her non-first language English speaking colleagues during the publication process and became committed to using her experience to help. Since formally establishing Insight Editing London five years ago, Lucy has edited a large body of research literature for international institutions, and her expertise has been acknowledged in numerous papers in top-tier journals, including reports published in both Science and Nature. At IEL, Lucy's extensive experience of navigating the pitfalls of publishing in highly-ranked journals is invaluable to authors aiming to achieve the best possible outcomes for their research.