

Sarkina Bt Mat Saad @ Shaari

From: Perpustakaan Sultanah Bahiyah
Sent: Rabu, 17 Mac 2021 3:11 ptg
To: UUM - All Staff; UUM - All Students
Subject: [WEBINAR INVITATION] : WIDEN YOUR READERSHIP THROUGH RESEARCH STORY-TELLING



**Perpustakaan
Sultanah Bahiyah**
SULTANAH BAHYIAH LIBRARY
Universiti Utara Malaysia

17 MARCH 2021 / 3 SYAABAN 1442H

=====

UUM : "UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Assalamu'alaikum dan Good Day.

YBhg Dato' Seri / Datin / Prof. / Prof. Madya / Dr. / Mr. / Mrs. / Ms.

Dear our beloved users especially researchers,

You are cordially invited to join a Zoom webinar on **Widen your readership through research story-telling.**

The webinar will be held as follows:

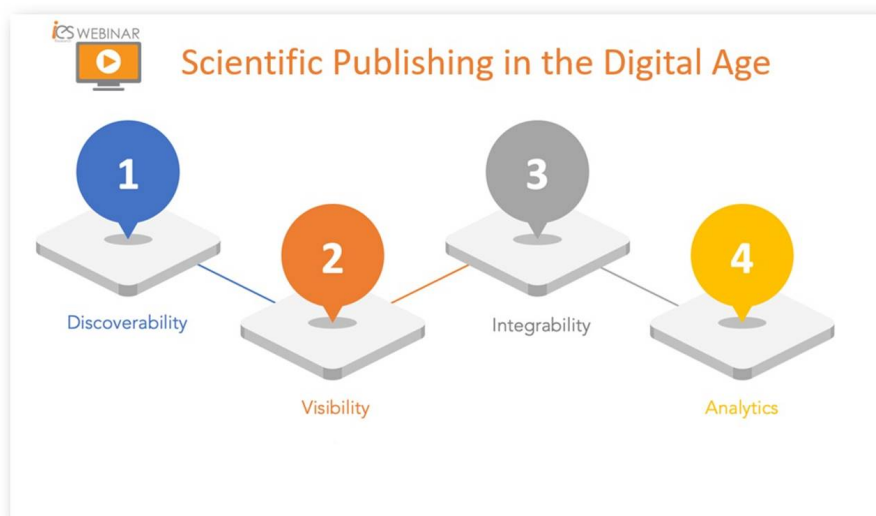
Date : 24th March 2021 (Wednesday)

Time: 16:00 (GMT+8:00)

Speaker: Mr. Wong Woei Fuh (PhD, General Manager at ies Research)

Kindly click this link to register:

[Webinar Registration - Zoom](#)



Topic	Widen your readership through research story-telling	
Description	Though structured metadata is essential for improving a journal's discoverability, online outreach is inevitable if university publishers wish to widen their publications' readership by including funders, policymakers, industry, and researchers of other disciplines. Today most global premier publishers have requested the authors to submit plain language summaries (PLS), graphical abstracts, and video abstracts, in addition to the usual abstracts. The intent is to make online research sharing more effortless and engaging. In this 1-hour session, Woei Fuh Wong (Founder of ies Research) will showcase how to story-tell a research combining the PLS, graphical abstract, and video abstract into a one-page research highlight (iestory). Adopting the concept of content marketing and movie teaser, he will show examples of how iestory can increase the traffic from social media outreach and invite readership to a published paper. More importantly, the online footprint will provide an insight into the readers' behaviors in alignment with research visibility and citation. Such analytics will help publishers and authors to refine their publishing strategies over time.	
Time	Mar 24, 2021 04:00 PM in Kuala Lumpur	

For any inquiries, kindly contact us via library official email and social media channel as follows:

Email: uumlib@uum.edu.my

FB: [@Perpustakaan Sultanah Bahiyah](#)

Instagram: [@psbuum](#)

Twitter: [@UUMLibrary](#)

Telegram: <https://t.me/psbuum>

Thank you.

FROM:
PERPUSTAKAAN SULTANAH BAHİYAH
UNIVERSITI UTARA MALAYSIA
TEL: 04-928 3627
FAX: 04-928 3613
E-MAIL: uumlib@uum.edu.my
WEBSITE: <https://library.uum.edu.my>



Please consider the environment before printing this e-mail



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.