

Dr Tiffany Watt Smith
Specialist to Storyteller
Workshops and masterclasses for academics

I help researchers reach wider audiences



‘Tiffany knows her stuff’

- *Professor of AI, Queen Mary University of London*

‘Tiffany has an almost preternatural ability to bring clarity to chaos...Completely transformative. I have a much better understanding of what i am working towards’

- *Senior Lecturer, English Literature, University of York*

Many researchers have ideas that deserve a much wider audience – but moving from academic writing to journalism, popular books or broadcasting is a bigger leap than it looks.

I offer in-person and online workshops for STEM, social science and humanities researchers who want to communicate beyond their field, helping them shape their message with clarity, confidence and ambition.

What I offer

I run half-day and full-day workshops for research teams and departments, and programmes of sessions for doctoral and early-career researcher cohorts.

Sessions are practical and discussion-based, grounded in real examples and participants' own writing.

I can deliver sessions in person or online. I also have the skills to develop a package of asynchronous (e-learning) materials. I am happy to develop a bespoke session around your group's specific needs.

Topics include:

- Finding the story in your research
- Writing without dumbing down
- Structuring your argument
- Understanding genre and audience
- Routes to publication: agents, 'trade' book proposals, pitching to editors, preparing for podcast/broadcast interviews

Why this works

I know how to help researchers reach wider audiences, because I've done it myself.

I'm a former Reader (Associate Professor) in the School of Arts at Queen Mary University of London, with fifteen years' experience teaching, working on interdisciplinary research projects, winning grants including the Philip Leverhulme Prize, and directing the Centre for the History of Emotions.

Even before I finished my PhD, I knew I wanted to communicate the cutting-edge ideas in my field, the history of emotions, to wider audiences.

Since then, I've written three widely-translated books, [*The Book of Human Emotions*](#) (Profile, 2015), [*Schadenfreude*](#) (Little, Brown, 2018) and [*Bad Friend*](#) (Faber&Faber, 2025). I have written for the *Guardian*, *BBC Magazine* and the *New Scientist*. A BBC-AHRC New Generation Thinker, I am a regular radio contributor, including on BBC's *Start the Week*, *Woman's Hour*, *Free Thinking* and NPR's *Science Friday*. My [TED talk](#), '[The History of Human Emotions](#)' has been watched 4.7 million times.

I also made plenty of mistakes along the way, and I'm not shy about sharing them!

Since leaving QMUL in 2014, I've been mentoring other researchers writing their trade book proposals and teaching creative non-fiction, including for the Arvon Foundation and Wellcome Collection Non-Fiction Awards. I am a fellow of the Higher Education Academy.

What people say

'Phenomenal...I wasn't sure if I could complete my project when I came, but now I know I will'

- Participant, week-long residential non-fiction, Arvon

'Tiffany fostered a friendly and encouraging atmosphere. A particular talent was in getting our writing off the ground, with a range of interesting exercises, anecdotes and training material. Her knowledge of successful and failed approaches to getting work published was particularly insightful'

- Professor of AI, Queen Mary University of London

'Working with Tiffany was a lifesaver. I started working with her after I had been thinking about a project for years, so (obviously) I was drowning in ideas, and contexts, and theories and methodologies...After one session with Tiffany, I was buoyed, felt smart again, had clarity to my ideas, and had a pathway forward. Tiffany's skills in listening and asking the right questions is unparalleled'

- Professor of Theatre & Performance, London

Who I Work With

These workshops are suitable for:

- University departments, research groups and research institutes
- Doctoral training programmes and early-career researcher networks
- Cultural organisations
- Conference and event organisers looking for keynote with a practical element or a practical workshop

I am particularly interested in working with researchers in the sciences, medicine, social sciences and medical humanities

Fees

Half-day workshops start at £800; full days from £1,500. Programmes and keynotes by arrangement. *I am happy to discuss what works for your budget and context.*

Get in touch

If you'd like to talk about what might work for your group or institution, please get in touch at hello@tiffanywattsmith.co.uk, or see my website: www.tiffanywattsmith.co.uk