

So what? and Who cares? Writing papers that get published

Collaborative paper development workshop for 'Opening the Bin'

Weds 10th Dec 9:00 – 12:30, Le Mans, France

This half-day session will be facilitated by research-led writing coach Prof. Sam Parsley of Curious View (further details about Sam overleaf). It will run as a pre-workshop at the 4th 'Opening the Bin' conference in Le Mans, France, in December 2025 and provide a space for you to develop work-in-progress papers through peer-critique and network with others in a safe, fun and supportive environment. Sam's approach can be summed up as playful, straight-talking compassion, and the session will be a blend of focused writing time, expert input, and peer-feedback based on the 'critical friendship' method. In addition, you will have the opportunity for 30 mins one-to-one writing coaching with Sam in person on the afternoon following the workshop or the morning after, or you can have your session online within 4 weeks of the conference.

How will I participate? 4 weeks before the workshop you will be asked to submit a work-in-progress paper (minimum 2500 words) and a statement outlining what feedback you would particularly like on your work. During the workshop you will receive three sets of feedback on your work from fellow delegates in a small group setting following the 'critical friendship' protocol (see [here](#) for further info). To make this work, you will be asked to read 3 other drafts ahead of the session – so that each group member receives three sets of constructive feedback.

You can also ask questions or concerns in advance via the workshop Padlet board to ensure Sam is able to address individual issues during the day, maximising the value you will gain from attending.

Places are funded by The Pentland Centre for Sustainability in Business, Waste and Circular Economy Knowledge and Action Hub and are limited – to book, please send your name, research topic and a 300-word expression of interest by **Mon 27th October** to sam@curiousview.co.uk

Indicative schedule – Wednesday December 10th 2025

- 9:00 Arrival/ coffee (15 mins)
- 9:15 Introductions (30 mins)
- 9:45 "So what and who cares?" Introduction from Sam (15 mins)
- 10:00 Writing exercise in small groups (45 mins)
- 10:45 Break (15 mins)
- 11:00 Critical Friendship feedback session (90 mins)
(5 mins per delegate x 3) + (5 min response) x 4 groups = 80 mins
- 12:30 Wrap-up and close

Sam will be available for in-person coaching sessions during the afternoon of Weds 10th Dec, and morning of Thurs 11th Dec, or sessions can be arranged online within 4 weeks of the conference date.

About the workshop facilitator: Prof. Sam Parsley

Sam has been coaching research-led writers since 2007, with a trademark blend of straight -talking compassion. She's been a research-led writer since her student days in her mid 20s and has now published around 62 articles and press pieces, and 3 books on subjects as diverse as electronic music production and DJing, visual culture, managed fun, waste recycling, pregnancy, smell in the workplace, iPods, drug-testing, flashmobs, accountants' professional identities, aesthetics at work, workplace bullying, and Christmas. A self-diagnosed neophiliac, Sam is a firm believer that research and writing should be fun. Her latest book *Minor Keys: Gender, Inequality and Work in Electronic Music* is about to be published by Bristol University Press. This is a cross-over text intended to entertain and educate an industry and general interest readership, backed with the rigour of six years of academic research.



Sam's love for the craft was ignited by researching and writing her BA(Hons) Business Studies dissertation on the topic of emotional labour in call centres and then went on to investigate 'fun at work' for her PhD thesis. She used photography as a research method during that project which unexpectedly evolved into something she'd write and teach about for years to come, leading to Professorships at the University of Essex in 2010, Cardiff University in 2015, and Portsmouth in 2018. Sam has held institutional positions in Higher Education including Associate Dean (Research) and REF Director (2010-2015), and Associate Head of School (Research) (2018-2022).

[Click here](#) for more details about Curious View and how to work with Sam

To see her academic profile please visit her [University of Portsmouth webpage](#)