

# Engagement with Impact

Develop • Consult • Evaluate

Online Courses

# Engagement with Impact

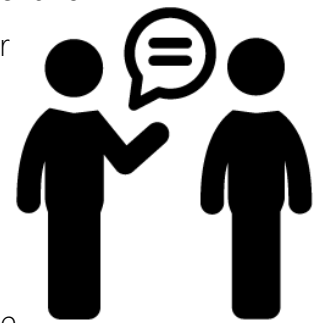
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**Communicate with impact:** going above and beyond with your communication skills

- Have an exciting research story that you want to tell people about?
- Wandering who your target audience is?
- Wanting to explore different ways of communicating with your audience?

**Then this course is for you!**

This course is all about communicating with other people, above and beyond your academic setting. You will start by thinking about your target audience- who they are, how you can understand them and how you can find them. After thinking about your audiences, you will then explore different ways of communicating with them- different platforms, methods and the language you can use. Lastly, you will develop a way of impactfully communicating with your target audience by working on your very own research story.



**Course objectives:**

- Define your target audience
- "Get to know" your target audience
- Develop your "research story"

By the end of the course you will have an exciting 'research story' ready to go to talk to lots of different people in lots of different ways about your research- with impact!

**Who's it for:** Those who want to communicate about their research with diverse audiences

**Course format:**

- Online on-demand course: video tutorials, quizzes and activities
- Up to 2 hours learning
- 50 users for 1 year

**Cost:** £1200+VAT

**Optional:** 1 hour tutorial: £250+VAT and 30 min 1:1 coaching session £50pp

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## Three Minute Pitch: Communicate with impact

Want to captivate a diverse audience with your research?

This interactive course is your perfect opportunity to refine your communication skills and create a concise, engaging pitch tailored for different audiences. Explore strategies for understanding your audiences' perspective and crafting a compelling pitch structure. Next, practice delivering your pitch and receive valuable feedback from your peers to boost your confidence and refine your pitch. Join us and master the art of communicating your research, with impact, in just three minutes!



**Who's it for:** Those new to engagement and those wanting to develop their communication skills

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## Maximising impact: Planning impact with your projects

- Eager to create a public engagement project with meaningful impact?
- Wondering about your outputs, outcomes and impacts?
- Reflecting on the term impact and what it means to you?

Then this live, interactive course is for you!

This interactive online- course will equip you with the skills and knowledge you need to plan and execute a successful, and impactful, project. Through case studies you'll explore the logic model framework as a tool for planning impact before using the framework for your very own project!



**Who's it for:** Those running or thinking about running their own public engagement project

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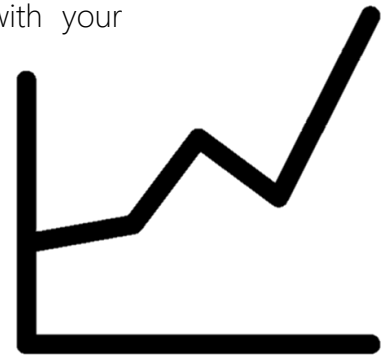
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**Elevate your impact evaluation:** Going above and beyond the evaluation form

This interactive course is about going above and beyond with your evaluation. Using an evaluation plan you will be getting creative with your evaluation techniques as you work through a range of methodologies commonly used in impact projects. We will discuss the pros and cons of different evaluation techniques before having a go at a case study and having the opportunity to think about your very own project.



**Who's it for:** Those involved in public engagement events and activities

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## Participatory research 101- The what, why and how

*Thinking about doing a participatory research project, or want to find out more about it?*

Join this course to learn about participatory research and different methods of engagement, getting to know your target audiences, and how to tailor your activities to them. We will also explore the role that participatory research plays in our society.

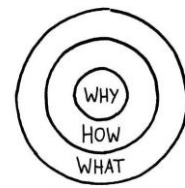
**Who's it for:** Researchers new to participatory research and want to know more about it

### Course format:

- Online on-demand course: video tutorials, quizzes and activities
- Up to 2 hours learning
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**Cost:** £1200+VAT

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**Planning:** How to plan and design an impactful participatory research project

*Thinking about what sorts of outcomes and impacts your project aims to achieve?*

By working through a case study you will learn how to use the logic model framework as a tool to plan and design your impact. Attendees will learn the difference between impact, outcomes and outputs before using the logic model framework to plan for impact with their own participatory research projects.



**Who's it for:** Researchers running/thinking of running an impactful participatory research project

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**Engaging ethically-** Working ethically with your publics

*Wandering how to consider the ethics of working together with public groups?*

This interactive course introduces the ethics behind working with public groups in your research. Participatory research often involves complex partnerships between organisations and individuals with different strengths, interests, power and influence. This course is about exploring how we can work ethically in these partnerships and reflecting on aspects such as information ownership, how people are treated, and partnership equality. Using case studies, attendees have the opportunity to reflect on their own practice and projects.



**Who's it for:** Researchers running/thinking of working with community partners

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