

# Engagement with Impact

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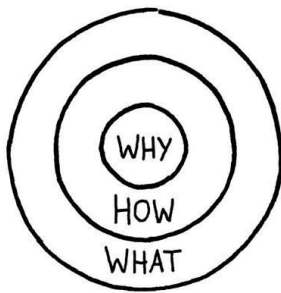
Public engagement

Live workshops

# Engagement with Impact

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## Public engagement 101: Unlocking the essentials of public engagement



Curious about public engagement but not sure where to start?

This interactive session is your guide to understanding the fundamentals of effective public engagement. Dive into the what, why, and how of public engagement as we explore diverse methods, getting to know your audience are, and how to engage with them. Gain valuable insights into the societal significance of public engagement and discover how you can make a meaningful impact through effective engagement practices.

Who's it for: Those new to engaging with the public

Workshop format:

- Online live workshop (plus recording for 1 year)
- 2 hours
- up to 50 attendees

Cost: £480+VAT

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## Using Artificial Intelligence in Engagement and Impact



- Wondering about how communicating with a chat bot can help your public engagement communications?
- Want to know how to use AI in public engagement?
- Need help getting started in AI?

Wondering what all this AI talk is all about and how it could help you in your public engagement projects? Want to increase your capacity and develop new skills in artificial intelligence?

This interactive workshop is a perfect chance to understand the basics of artificial intelligence and facilitate your exploration of the potential use of AI tools in your public engagement projects. You will get to grips with how AI can help you write strategies, develop content and target audiences to get the greatest impact from your public engagement projects. Discover how tools like ChatGPT can revolutionise your public engagement and raise your impact and reach.

By the end of the session you will have developed your own AI knowledge and skills and have your own AI plan to implement.

**Who's it for:** Those who want to develop the skills and knowledge of using AI in public engagement projects.

**Workshop format:**

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

**Cost:** £650+VAT

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# Engagement with Impact

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## Unlocking media engagement: The how, why and who

- Have an exciting research story that you want to share with the world?
- Wondering about how to get started?
- Not sure about who to reach out to?

Join this workshop to learn about why it is important to share your research with the media, how you can go about getting started, and finally who you can get in touch with both within and beyond your organisation.



Who's it for: Those new to engaging the media

Workshop format:

- Online live workshop (plus recording for 1 year)
- 2 hours
- up to 50 attendees

Cost: £480+VAT

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# Engagement with Impact

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## Using Artificial Intelligence in your Media Engagement



- Have an exciting research story that you think the public should know about
- Wondering how AI could help but not sure how to get started?

Join this workshop to learn about why it is important to share your research with the media, how you can go about getting started, who you can get in touch with both within and beyond your organisation and how you can use AI as a powerful tool to elevate your media engagement game.

**Who's it for:** Professionals and academics wanting to engage with the media and use AI as a tool to get them started

### Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

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# Engagement with Impact

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## Three Minute Pitch: Communicate with impact

Want to captivate a diverse audience with your research?

This interactive workshop 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

Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

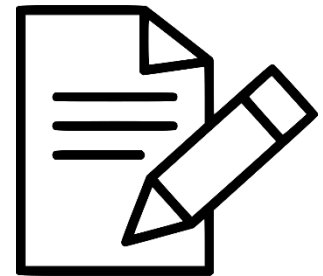
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Writing for public audiences: Crafting compelling research narratives for your readers

- Have an exciting research story that you want to share with the world?
- Wondering how to pitch your research?
- Need to identify the best medium to optimise the reach of your story?

Join this interactive workshop to refine your writing skills and transform your research into engaging stories for diverse audiences. You will think about how to write your research story for public audiences, who your target audiences may be and how to get the most impact out of the written word. We will also explore where you can go with your research stories and how to reach the public through different platforms.



Who's it for: Those new to writing for the public

Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

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## Public Engagement Role Play: Getting to know your target audience

- Do you want to start thinking about who your target audience are?
- Want to start considering the diversity and needs of your target audience?
- Looking to gain confidence in communicating with your target audience?

Then this live, interactive workshop is for you!

This interactive workshop is all about putting yourself in the shoes of your target audience and getting to know them! You will explore who your target audience may be, what may motivate them to engage, and what sorts of questions they are likely to ask you before 'becoming' a target audience member yourself.

By making audience profiles you will explore your role in making your engagement accessible to your target audience, whilst taking into consideration their diversity and their individual needs. Through role-play with your audience profiles you will have the opportunity to explore your target audience, whilst also developing confidence in your communication and presentation skill as you become "the communicator" and practice being asked those tricky questions!



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

Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT



# Engagement with Impact

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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 workshop is for you!

This interactive online-workshop 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

Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

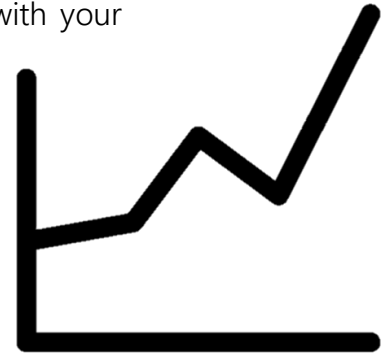
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# Engagement with Impact

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

This interactive workshop 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

Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

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# Engagement with Impact

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## Boosting Artificial Intelligence Basics in Impact Evaluation



- Wondering how AI can help you go above and beyond the evaluation form?
- Want to know how to get started, what tools to use and how to use them?
- Need help using AI to improve your evaluation plans and impact?

This interactive workshop 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 traditional methodologies commonly used in impact projects and how emerging AI tools can be used to progress your plans.

Discover how tools like ChatGPT can revolutionise your evaluation game, raising your impact and reach. 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. By the end of the session you will have an evaluation plan and know how AI can help you further develop this.

**Who's it for:** Professionals and academics wanting to identify how AI can help them in evaluation and impact

### Workshop format:

- Online live workshop (plus recording for 1 year)
- 3 hours
- up to 30 attendees

Cost: £650+VAT

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# Engagement with Impact

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Empowering impact: Crafting, measuring and amplifying your projects' influence

Thinking about what sorts of outcomes and impacts your project aims to achieve? Trying to work out how to evaluate your public engagement project? By working through a case study you will learn how to use the logic model framework as a tool to plan and evaluate your impact before using the framework to explore your very own public engagement project.

Who's it for: Those running/thinking of running a public engagement project

Workshop format:

- Online live workshop (plus recording for 1 year) or in-person workshop
- 6 hours
- up to 30 attendees

Cost: £1100+VAT (+expenses if in-person)

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