



Nottingham Engaged 2018: Global Research, Civic Impact

Monday, 17 September 2018, Great Hall, Trent Building, University Park

Agenda

Conference Chair: Alex Miles, Deputy Director of Communications, Advocacy and Global Affairs

0845-0930 **Registration and Coffee**

Trent Building Foyer and Great Hall

0930-1020 **Plenary 1**

Great Hall

Welcome by **Professor Shearer West**, Vice-Chancellor and President of the University of Nottingham

Does Government want your insight? Research and the policymaking process.

- **Alex Miles**, Deputy Director of Communications, Advocacy and Global Affairs
- **Rachel Wolf**, founding partner of Public First and adviser to the Prime Minister David Cameron (2015-2016)

1020-1120 **Plenary 2**

Great Hall

Universities for Nottingham

- **Dr Paula Black**, Director of Nottingham Civic Exchange, Nottingham Trent University
- **Professor Simon Mosey**, Director of the Haydn Green Institute for Innovation and Entrepreneurship, Nottingham University Business School
- **Stephen Meek**, Director of University of Nottingham Institute for Policy and Engagement

Civic impact in action: MiniKuchas showcase

- **Matt Young**, Coordinator of Pint of Science Nottingham and Nottingham Festival of Science & Curiosity, Life Sciences, Medicine and Health Sciences
- **Mike Noble**, Community Liaison Officer, Humanities, Arts
- **Dr Shaun French**, Associate Professor in Economic Geography, Geography, Social Sciences
- **Dr Alison Gardner**, Assistant Professor of Local Governance and Anti-Slavery Policy, Sociology and Social Policy, Social Sciences
- **Dr Mike Clifford**, Associate Professor, Engineering
- **Dr Julie Roberts**, Senior Research Fellow, Health Sciences, Medicine and Health Sciences, and **Sara Doubleday**, lay member of the Nottingham Maternity Research Network
- **Amur Anzorov** and **Tawfiq Abu-Khajil**, Ingenuity Lab members



1120-1135 **Coffee break**

1135-1600 **Workshop breakouts (see schedule below)**

1600-1645 **End of day networking and refreshments**
Great Hall

Afternoon workshops schedule

	1135-1235	1235-1345	1345-1445	1445-1500	1500-1600	1600-1645
A01 Highfield House	Audience mapping and effective messaging		Upping your digital game		Taking events to the next level	
A02 Highfield House	Public Engagement Masterclass		Developing Effective Partnerships		Evaluating for Impact	
A19 Trent	Working with Schools	Lunch and Student Showcase (Great Hall, Trent Building)	Engaging formally with Parliament	Coffee Break	Policy: Engaging with standards setting activities	End of day networking and refreshments (Great Hall, Trent Building)
A21 Trent	Policy 101		Navigating internal systems and barriers to policy engagement		Policy 101	
LG11 Trent	Public Engagement 101: what it is and how to get involved		Public Engagement 101: what it is and how to get involved		Engagement through festivals	
LG13 Trent			Comedy for Engagement		Comedy for Engagement	



Workshop Descriptions

Audience mapping and effective messaging

Speakers **Carolina Kern**, Strategic Communications Consultant, On Think Tanks

Caroline Cassidy, Strategic Communications Consultant, On Think Tanks

A key part of effective messaging is knowing who you are talking to so that you can tailor your content to meet their needs. This session will teach you the value of audience mapping and some approaches to doing it. It will also outline some of the ways to make your messages 'stick'.

Suitable for delegates with some previous experience in policy impact.

Comedy for engagement

Speaker **Dr Steve Cross**, Wellcome Trust Engagement Fellow

Comedian, science communication expert and Nottingham PhD alumnus, Dr Steve Cross is hosting a workshop for researchers who are interested in using comedy as a means of engaging the public with their research. Drawing from comedy, improvisation and theatre he will help you to boost your confidence and refine your techniques. Steve founded Bright Club and also hosts Science Showoff, an open mic night for scientists, science communicators, science teachers, historians and philosophers of science, students and science popularisers.

Suitable for all.

Developing Effective Partnerships

Speakers **Sophie Duncan**, Deputy Director, National Co-ordinating Centre for Public Engagement

Heather Lusardi, Senior Project Manager, National Co-ordinating Centre for Public Engagement

This session will explore how to develop and maintain effective partnerships for engagement. We will use a range of unique tools to unpack the partnership planning process, and discuss how to understand the perspectives of organisations who partner with universities, and ensure equitable and mutually beneficial relationships.

Suitable for delegates with some previous experience in public engagement.

Engagement through Festivals

Speakers **Matt Young**, Pint of Science Nottingham and Nottingham Festival of Science & Curiosity

Hana Ayoob, Cheltenham Science Festival, British Science Association & more

Local festivals, from science to literature, and everything in-between, are a great platform through which researchers can engage with local communities beyond stereotypical approaches. In this session, public engagement specialists and science festival producers will walk you through all things festivals – from festival audiences to activity proposals and more.

Suitable for all.



Engaging formally with Parliament

Speakers **Professor Sarah Sharples**, Pro Vice-Chancellor for Equality, Diversity and Inclusion,
Professor of Human Factors, University of Nottingham

Ed Faulkner, Second Clerk, Transport Select Committee, House of Commons

As well as the more informal ways of influencing decision-makers, there are several formal structures in place to hear from experts as part of the policy-making process. Join Professor Sarah Sharples and select committee clerk Ed Faulkner to find out more about how you can engage, how your expertise can be shared and used, and how this can lead to changes in policy at Government level. Hear tips and advice to help you understand when your expertise is needed, how to structure a written submission and what happens if you are called to give oral evidence in Parliament.

Suitable for all.

Evaluating for Impact

Speakers **Sophie Duncan**, Deputy Director, National Co-ordinating Centre for Public Engagement
Heather Lusardi, Senior Project Manager, National Co-ordinating Centre for Public Engagement

Evaluation is a valuable tool that enables you to learn from your experiences and to assess the impact of your work; but it is also an issue that causes much anxiety! What counts as impact? How can you identify the right evaluation questions? What data do you need to collect? What tools can you use that will ensure your evaluation is appropriate for your public engagement activities? This session will address these questions and more, and explore how to use evaluation strategically to capture the impact arising from public engagement.

Suitable for delegates with some previous experience in public engagement.

Navigating internal systems and barriers to policy engagement

Speakers **Dr Jon Collett**, Innovation and Impact Manager, Engineering, University of Nottingham
Dr Christina Mellor, REF Impact Manager, University of Nottingham
Dr Elizabeth French, Head of Strategy, Policy, Performance & Impact, University of Nottingham

A key barrier of using research to engage with policy making is a lack of awareness on internal processes and available support. This session is for you if you need to learn more about, for example, how to know if your research is relevant to policy engagement, best practice within the University, who to inform internally and use of University branding. After attending this session, you should have the confidence to know that you are performing policy engagement with the full support of the University of Nottingham.

Suitable for all.



Policy 101

Speakers **Tom Sasse**, Researcher, Institute for Government

Hannah Lazell, Political Advisor, Local Government Association

Don't know where to start with policy engagement? This session will help identify how your research is relevant to policy makers and how you can best engage with them. You will have the chance to hear specific examples of successful policy engagement and to explore the most effective tools and tips for promoting your research findings. The session will be jointly led by the Local Government Association and the Institute for Government, the UK's leading think tank on making government more effective, and will draw on the IfG's recent research into how government can work with academia.

Suitable for all.

Policy: Engaging with standards setting activities

Speakers **Dr Ansgar Koene**, Senior Research Fellow, School of Computer Science, University of Nottingham

Matthew Chiles, Educational Development Manager, British Standards Institute

Adam Smith, CTO, Piccadilly Group

How to get involved in standards setting activities? In this session, representatives from a standards setting institute, industry and academia will address the expectations associated with the development of specifications and guidelines to ensure that services and products are fit for purpose.

Suitable for all.

Public Engagement 101: What it is and how to get involved

Speakers **Dr Sam Tang**, Public Awareness Scientist, School of Chemistry, University of Nottingham

Matt Young, Pint of Science Nottingham and Nottingham Festival of Science & Curiosity

Could you explain your research to a non-specialist? Be it pupils in a secondary school or a politician at the Council House, researchers at Nottingham appreciate how important it is to communicate their work in an understandable manner without overwhelming or patronising their audience. This session gives an overview of what public engagement and schools outreach are and why and how it is done, how the University supports these endeavours through networks and training, and highlighting opportunities across the faculties to put your communication skills to practice!

Suitable for all.



Public Engagement Masterclass

Speakers	Sophie Duncan , Deputy Director, National Co-ordinating Centre for Public Engagement
	Heather Lusardi , Senior Project Manager, National Co-ordinating Centre for Public Engagement

In this session we will explore the characteristics of high quality public engagement – purpose, people, process and evaluation – and discuss how we assess quality in our own contexts.

Suitable for delegates with some previous experience in public engagement.

Taking events to the next level

Speakers	Carolina Kern , Strategic Communications Consultant, On Think Tanks
	Caroline Cassidy , Strategic Communications Consultant, On Think Tanks

Is a panel event the right format to launch that big research paper? It might ‘feel’ right because it is familiar, but there are lots of options to choose from, especially if you are serious about promoting dialogue and debate around your findings. This session will outline different event styles – including ‘alternative events’ – and when to use them. It will also teach you how to extend the reach of your events through live tweeting, blogging and event videos, among other things.

Suitable for delegates with some previous experience in policy impact.

Uping your digital game

Speakers	Caroline Cassidy , Strategic Communications Consultant, On Think Tanks
	Carolina Kern , Strategic Communications Consultant, On Think Tanks

Digital is no longer a separate communication channel, but is fundamental to almost all types of research communication. This session will explore how the digital space is evolving – from long-form and social media, to digital platforms. How can research-based organisations keep up and know what to prioritise?

Suitable for delegates with some previous experience in policy impact.

Working with schools

Speakers	John Dexter , Director of Education, Nottingham City Council
	Pete Bruce , Partnerships Manager, Widening Participation Team, University of Nottingham

What are the benefits and challenges of working with schools? This session will explore just how rewarding and fun it can be to engage with young people and how this can really add value to their educational experience. We will provide practical examples of, as well as some top tips for, successful engagement with schools.

Suitable for all.
