Communicating to increase the impact of research
Session 1: Preparatory Work and reading list

Preparatory work

In order to make the live session as useful as possible, we ask that you undertake the following preparatory tasks. These should take no longer than 40 minutes in total.

Task 1: Research, policy challenges and stakeholders
Before the workshop please think about a research project that you are familiar with and would be able to talk about, if needed.

- What policy challenge does your project address?
- Who are the stakeholders for this research project (Who are the key organisations and individuals who might have an interest in the issue?)
- How do these organisations or individuals find and digest information (Which communication channels do they use?)

Enter your responses on Menti – go to menti.com and enter the voting code **89 32 37 4**, or follow this link https://www.menti.com/mvjzg372vb

Task 2: Elevator Pitch
Please record a 90 second summary of your research (or a research project you are familiar with) using FlipGrid

Go to the following link and record a 90 second clip explaining your research https://flipgrid.com/37c34592. All submissions will be added to a 'grid' which other participants will be able to view. We will share and discuss the videos in the workshop. You can view examples from a previous course here

Suggested background reading

Below is a list of optional reading to refer to prior, or after the session.

1. UKCDR Top 20 Development Research Impact Stories https://www.ukcdr.org.uk/what-we-do/the-impact-of-uk-research-for-development
2. ESRC Guide to writing pathways to impact https://esrc.ukri.org/research/impact-toolkit/developing-pathways-to-impact/
3. Growth Research Programme Achieving Policy impact Guidance Note https://assets.publishing.service.gov.uk/media/5c48952ded915d388a7e2c98/DEGRP-Impact-guidance-note.pdf
4. ESRC Developing a Communication and Impact Strategy https://esrc.ukri.org/research/impact-toolkit/developing-a-communications-and-impact-strategy
5. ODI Communications monitoring, evaluating and learning toolkit https://www.odi.org/sites/odi.org.uk/files/long-form-downloads/odi_rapid_mel_toolkit_201801.pdf