

Public Engagement in Practice – Programme Outline

This course is for scientists with prior experience in public engagement. It aims to enhance your public engagement knowledge, practice and skills, and help you create more relevant, meaningful and effective engagement activities.

Benefits:

This course offers you the opportunity to share experiences and learning with like-minded scientists, to reflect on your own activities and aspirations, and to explore current and emerging practice in public engagement, and to generate ideas that connect to your research."

Indicative Schedule:

Course content and timings will be adapted to suit the needs of participants on each course.

10:00	Introduction, approach and structure of the course. Beginning with the end in mind.
10:15	Public engagement experiences and key challenges.
10:30	The social, cultural and ethical context for research and public engagement. Exploring public attitudes to science. Why is your research of importance?
11:15 (with break)	Traditional and emerging approaches in public engagement across different disciplines. Key features of successful engagement activities.
12:15	Deepen your audience understanding (demographic, psychological, and contextual analysis).
13:00	Lunch
13:45	Planning an evaluation strategy. Techniques for effective evaluation and avoiding common evaluation pitfalls. Evidencing impact and public engagement.
14:30 (with break)	Improving existing ideas or generating new ideas for better engagement. Exploring meaningful collaborative partnerships in engagement. Embedding good practice and championing engagement.
16:15	What does this mean for my public engagement practice? What next? Identifying opportunities, taking your specific ideas and practice forward. Coaching and advice surgery with course providers and staff from the Society.
17:00	Close