

UCL CULTURE

# Public Engagement: Skills and Practice (PE:SP) 2020/21

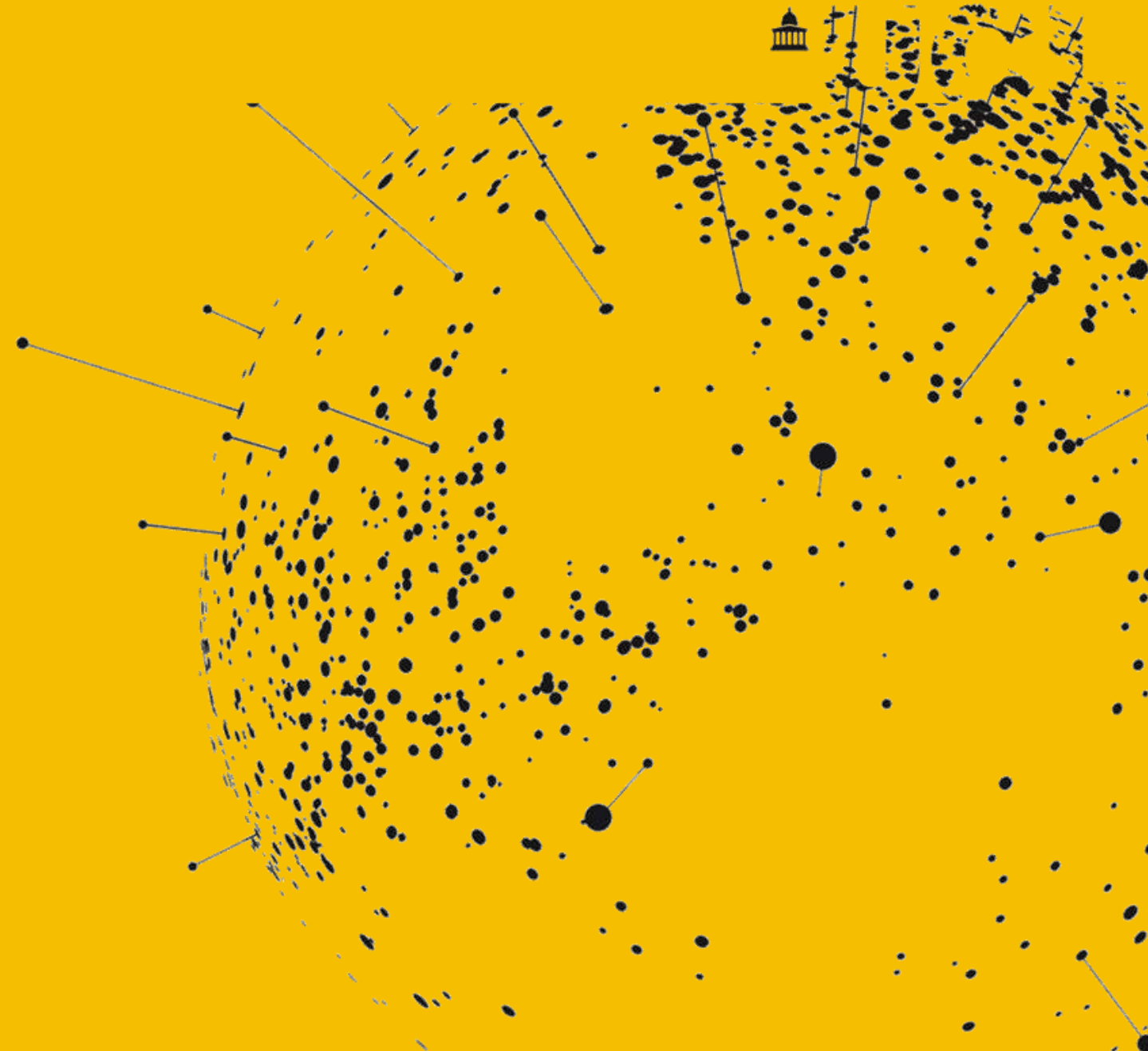
## Course Brochure

**UCL Engagement Team**

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# About

Public Engagement: Skills and Practice (PE:SP) is UCL Culture's flagship staff training programme about public engagement.

This document holds the full session descriptions for PE:SP 2020 – 2021

All UCL Staff are welcome to book on to any of these sessions, as many as they like, free of charge. To book visit <https://www.ucl.ac.uk/culture/projects/public-engagement-skills-and-practice>





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# Co-Creating with Creatives

**Length:** 2 hours

**Intended audience:** All UCL Staff, aimed at Early Career Researchers

## Detailed Description

What is the value of working with a creative partner to support the delivery your public engagement objectives?

From podcasts to puppetry, from theatre to photography; in this session you will work with UCL's Public Programmes Team to explore the processes of working with an artist or creative – from developing innovative ideas, to recruiting the right collaborator for you, to creating fertile ground for the interrogation of your research, to connecting with your stakeholder communities.

There will also be case studies from artist-researcher collaborations, who will provide real life examples of the challenges and opportunities.

## Learning Objectives:

- Understanding the value of working with artists
- Understanding the processes of engaging an artist in your public engagement project
- Understanding of how to develop ideas that involve a creative beyond the session

## Presenter Information:

**Sylvia Kluczewski** is a creative producer and programme manager currently leading the UCL Culture Performance Lab programme, where she is joining the dots between live performance, research, activism and community. Over the past 12 years of working in the arts sector, she has developed specialisms in youth and community programmes, artist development, academic collaborations, national and international partnerships and mixed model fundraising. She is passionate about supporting great art to reach wide and diverse audiences and believes wholeheartedly in the power of the arts to connect people with big ideas, and to develop communities.

**Helen Pike**, Public Programme Manager, UCL

**Dr Martine Rouleau**, Public Programme Manager, UCL

# Storytelling for Teachers and presenters

**Length:** 2 hours

**Intended audience:** All UCL Staff

## Detailed Description

Integrating storytelling into a class, lecture or presentation is a compelling way to share information and for listeners to retain it.

Participants will learn and practice storytelling skills, techniques and creative strategies to apply to their teaching and presenting.

Sessions will cover:

- The value of storytelling as a learning tool in teaching and presenting
- Storytelling skills for relatability in teaching and presenting
- Storytelling strategies for the classroom with practice and feedback
- Applied storytelling examples to subjects: history, literature, science etc.

## Learning Objectives:

- Begin to incorporate anecdotes or stories into your teaching and presenting effectively
- Have confidence when applying stories to teaching or presenting
- Develop and adapt creative storytelling activities to your own subject matter

## Presenter Information:

**Jo Tomalin**, Professor, Theatre Arts, San Francisco State University. Trained at Goldsmith's, University of London; Trinity College Dramatic Art; Ecole Jacques Lecoq, Paris; PH.D, Capella University, USA

# Blogs, Social Media and Gamification: How elves and humans can close the gap between research and practice

**Length:** 2 hours

**Intended audience:** All UCL Staff

## Detailed Description

In this talk, The Mental Elf Founder - André Tomlin - will focus on the challenges and explore good practice examples of how to close the gap between research and what is happening in practice. He will showcase new ways that we can all adopt to engage with the people who are interested in what we are doing. He will:

- Describe how the National Elf Service is working with leading UK universities to embed blogging and social media within Masters courses
- Share learning from mental health research digital engagement, participants will be inspired to get more involved in public engagement through blogs, social media and other digital media
- Explain how to digitally disseminate a new piece of research most effectively, which will be of particular interest to researchers who wish to reach a wider audience with their work
- Give examples of innovative research projects that are using social and digital media to recruit participants and engage people more during the life cycle of the project

If you want a clear and fun introduction to the importance of blogs and social media in research - this talk's for you!

## Presenter Information:

**André Tomlin** is an Information Scientist with 25 years' experience working in evidence-based healthcare. He has worked in the NHS, for Oxford University and since 2002 as Managing Director of Minervation Ltd, a consultancy company who do clever digital stuff for charities, universities and the public sector. Most recently André has been the driving force behind the [Mental Elf](#) and the National Elf Service; an innovative digital platform that helps professionals keep up to date with simple, clear and engaging summaries of evidence-based research. André is a Trustee at the Centre for Mental Health and an Honorary Research Fellow at University College London Division of Psychiatry. He lives in Bristol with his partner, dog and three little elflings.

# Public Engagement as a Pathway to Impact

**Length:** 2 hours

**Intended audience:** All UCL Staff

## Detailed Description

This session looks at the ways public engagement can help your work have an impact on the world – and provides tips on how to make sure you capture and show that impact.

Through the use of contemporary case studies, discussions and break-out groups this session will explore how public engagement fits into Research Impact narrative.

It will showcase examples of programmes that led to impact case studies for the Research Excellence Framework and provide practical steps for how to plan for impact with your public engagement work.

## Learning Objectives:

- What is impact and how might your research bring impact to the world
- Planning for impact through public engagement activities
- Identifying beneficiaries, collaborators and additional resources for your impact activities
- How to measure success

## Presenter Information:

Presented by **Dr Amy Hong** (Research Impact Manager) **Steve Rolling** (Research Impact Manager) and members of the Research Impact team

# Fundraising for Public Engagement activity

**Length:** 2 hours

**Intended audience:** All UCL Staff

## Detailed Description

Navigating the public engagement funding landscape can be tricky. This session aims to provide insight into what makes a good application and the types of activity different funders typically support.

Funding to carry out public engagement can come from a variety of different sources; in some cases it's embedded and expected as part of a wider research grant, other organisations will fund stand-alone public engagement activity.

This session will explore the different funding approaches available to public engagement and will provide practical, transferrable advice on what makes a strong funding application.

## Learning Objectives:

- Participants will have a greater awareness of the different potential sources of funding for public engagement activity
- Participants will improve their knowledge on where at UCL to get support on funding applications related to public engagement
- Participants will have a greater understanding of what public engagement funding panels commonly look for in an application
- Participants will increase their confidence in writing funding applications and applying for funding

## Presenter Information:

Presented by members of the UCL Engagement Team



# Evaluating Public Engagement: Challenge session

**Length:** 2 hours

**Intended audience:** All UCL Staff

## **Detailed Description**

Through dissecting contemporary case-studies and group challenges, participants will have the opportunity to practice evaluation techniques and approaches related to public engagement. The session will last 2 hours with break.

This session builds on the concepts introduced in the online module 'Evaluating the Impact of Public Engagement' ([link to online module on evaluation](#)).

It will take a practical approach, unpicking and discussing contemporary evaluation examples as a group before supported small group work to create evaluation plans for case-studies or participant's own public engagement projects. There will be time dedicated in the session for discussion, questions and answers and a brief overview of more creative approaches to evaluation.

## **Learning Objectives:**

- Participants will feel more comfortable and confident in designing evaluation plans for public engagement
- Participants will be to practice the application of evaluation frameworks to their own projects or provided case-studies
- Participants knowledge of methods of evaluating public engagement will increase

## **Presenter Information:**

Presented by members of the UCL Engagement Team

# Handling Disagreement and Conflict: Public Engagement

**Length:** 90 minutes

**Intended audience:** All UCL Staff

## Detailed Description

In this session we will explore what we mean by conflict and we identify the three elements of conflict and the four levels of conflict.

We will reflect on the three principles for dealing with disagreement and conflict

Each participant will complete a short psychometric profile (in advance of the session) to identify their preferred conflict-handling style and we will reflect on the outcomes of the profile.

We will look at how NOT to deal with conflict and we become familiar with a four-step model for resolving disagreements and conflict.

We will role-play some disagreements/conflict scenarios typically found within public engagement to help us identify both good practice and not so good practice in dealing with these situations.

## Learning Objectives:

- Be aware of the three elements of conflict and the four levels of conflict
- Have an understanding of the three principles for dealing with disagreement/conflict
- Have identified your preferred conflict-handling style
- Be familiar with a four-step model for resolving disagreements and conflict
- Be aware of good practice/not so good practice in dealing with typical disagreement/conflict scenarios

## Presenter Information:

**JJ Lynch** is Managing Director of Leading Edge Leadership. He is a highly experienced trainer, coach and motivational speaker. JJ's anecdotal style and his ability to relate to the content of his work to real-life insights and practical everyday examples makes for a truly engaging learning experience

# Creating Inclusive approaches to involving a diverse group of people in research

**Length:** 2 hours

**Intended audience:** All UCL Staff

## Detailed Description

Public engagement, patient involvement, co-production? Do you feel like none of these things are clear to you? Involving people in your research needn't be about grappling with definitions!

In this session we suggest a different approach – starting with your values. You will learn how to create an inclusive and welcoming environment for involving a diverse group of people in your research, helping to shape it with a genuine cross section of stakeholders.

You will have chance to consider what is important to you and your research and how to apply underlying values essential to involving other people from outside of your research bubble in an authentic and beneficial way.

The session will be a practical one, providing you with tips and tools for developing your own inclusive values-based approach. The session will be useful whether you are looking to do co-production, public engagement, patient public involvement or a combination of all three!

## Learning Objectives:

- Developing your understanding of the importance of values based working
- The ability to integrate values based working into your research practice
- Knowledge of how to create equitable spaces for involvement work
- Knowledge of tools to help you to work in a values based way

## Presenter Information:

**Helen Craig**, Public Engagement Manager School of Life and Medical Sciences, UCL

**Nicola Hutchinson-Pascal**, Head of Co-Production Collective

**Patience Renias-Zuva**, Patient & Public Involvement Manager, UCL Hospitals Biomedical Research Centre

**Dan Taylor**, Public Engagement and Patient Involvement Manager, Wellcome / EPSRC Centre for Interventional and Surgical Sciences (WEISS)

**Any questions?:**

Get in touch via: [publicengagement@ucl.ac.uk](mailto:publicengagement@ucl.ac.uk)

**PE:SP 2020/21 project team:**

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