

PUBLIC ENGAGEMENT

During the 2 day training course, participants will:

- Explore how engaging with the non-scientific public can benefit themselves, their research, research funders and the public with whom they engage;
- Discover the wide range of activities they can use to engage the public with their research, for example, using traditional and social media, participatory action research, and citizen science;
- Investigate the needs of different publics, explore potential engagement barriers, and identify solutions for overcoming them;
- Explore methods for evaluating the impact and success of public engagement activities;
- Put their knowledge and skills into action to design and plan a public engagement activity, taking into account the ethical and social implications of their research;
- Examine which public engagement activities complement their current skills and what will help them develop their skills further;
- Learn how to take the next steps in finding public engagement contacts and opportunities and create an action plan for next steps;
- Collaborate with and build a network of peers from a range of disciplines.

Day 1	
09:30	<p>a. What is public engagement?</p> <p>Purpose:</p> <p>To introduce the topic of public engagement and present exemplars of relevant activities</p> <p>To introduce participants to each other and get them into teams for the remainder of the course</p>
Introduction to the programme	Encourages participants to tune into the topic of public engagement.
Objective setting	Create a set of personal objectives for the course referring back to the training needs analysis questionnaire.
Speed networking	To get participants into groups of mixed disciplines and interacting in semi-structured networking session.
Communicating with non - specialists	To highlight the importance of finding a common language for effective communication between researchers and non-specialists.
Introduction to public engagement	To provide background information, and showcase and discuss the wide variety of public engagement activities (citizen science, participation action research, and the use of traditional and social media).
Case study investigation	To explore real examples of public engagement in depth and consider the key features, methods used and advantages and disadvantages of different approaches.
Exploring the triangle model	To generate ideas for public engagement activities, set objectives and to find out how to use a model in practice.



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11:00	Break	
11:15	b. Why engage the public with my research? Purpose: To explore and discuss the many reasons for participating in public engagement (such as, scientists' responsibilities to society, integrity and ethics, and the needs and opinions of the non-scientific public). To identify participant's own motivations and drivers for participating in public engagement.	
12:00	c. Who are the public? Purpose: To introduce the concept of profiling public groups To explore how to engage effectively with different groups of people	
12:45	Lunch	
13:30	Exploring the public (continued)	
14:15	d. So what about research might be interesting to the public? Purpose: To provide the opportunity for researchers to explore how to enthuse and engage others in their own research topic To increase awareness and understanding of ethical and social issues in public engagement	
15:00	Break	
15:15	Ethical and social issues	To raise awareness of the ethical and social issues that might be raised in the context of their research and public engagement.
16:45	End of day 1	



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Day 2		
Time	Module	Description of activities
09:30	Introduction to the day	
09:35	e. How to design a public engagement activity Purpose: To provide an overview of the process of designing a public engagement activity To explore best practice in evaluating public engagement activities	
	Practicalities	To raise awareness of the more practical aspects involved in designing a public engagement activity (e.g., the ethical and social implications of public engagement)
	Learning styles	To develop an understanding that people have different preferred ways of learning and why you need to consider this when designing your public engagement activity
11:00	Break	
11:15	Evaluation	To get participants to understand the importance and benefits of evaluating a public engagement activity.
	Creative ideas	To become familiar with using the Disney Creative Strategy as a tool to maximise creativity when designing a public engagement activity.
	Reflection	A chance to think about how to design a public engagement activity and the target public for their research.
12:45	Lunch	
13:30	f. Final case study Purpose: To provide experience of designing a public engagement activity	
15:00	Break	
15:15	Case study presentation	
16:00	g. Action planning Purpose: To embed the learning from the course and produce an action plan to achieve their goals in public engagement	
16:45	End of day 2	



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