

# Welcome to “Knowledge Exchange and Impact: Getting Started”

THIS SESSION WILL START SHORTLY

Please ensure you are on mute and turn your camera off. Post in the chat if you have questions at any time. Please note the session is being recorded.

## PRESENTERS

Louise Jones, Senior Communications Manager (Research & Knowledge Exchange), [l.jones2@lse.ac.uk](mailto:l.jones2@lse.ac.uk)

Dr Catherine Jones, LSE Health

Dr Michal Nachmany, Grantham Research Institute

# KNOWLEDGE EXCHANGE

- ✓ **Public engagement**
- ✓ **Research communication**
- ✓ **Policy engagement**
- ✓ **Research commercialization/entrepreneurship**
- ✓ **Co-produced research/collaborative research**

# A TWO-WAY PROCESS

- **Think about who you want your research to benefit/what you want your research to change**
- **Talk to your research users at the earliest opportunity to ensure that they are receptive**
- **Use their input to make your research even more useful to them, so that you have the best chance of achieving your goals**

# IDENTIFY YOUR AUDIENCES

**“General Public” = not a homogeneous group**

**Pensioners? School children? Citizens? Families? Residents of particular areas?  
Tourists?**

**Civil society groups**

**Government bodies**

**Businesses**

**Charities**

**Regulatory bodies**

**Museums**

**NHS and its users**

**Think tanks**

**Media professionals**

# STAKEHOLDER MAPPING



# QUICK WINS

- **Make sure your online profile is up to date**
- **Make sure your outputs are open access and upload to LSE research online**
- **Write an executive summary and/or blog post**
- **Make use of your networks**
- **Make use of departmental and central support**

# ENGAGEMENT OUTPUTS & ACTIVITIES

- **(Online) events (including workshops, public lectures or discussions, hackathons, town meetings, citizens' juries)**
- **Digital (including online tools, websites, surveys/polls)**
- **Blog posts**
- **Short documentary films (either as part of dissemination or to engage research users in the project whilst it is happening)**
- **Animations**
- **Reports, executive summaries, infographics**
- **Podcasts (e.g. appearing on a long-running series)**
- **Developing teaching or other information resources based on the research for use in e.g. schools, community teaching or online learning.**
- **Media engagement (if your research is timely and includes a news hook) including press releases, media briefings, op-eds**
- **Policy engagement (connecting with policy makers, submitting evidence to parliamentary enquiries, writing policy briefings)**
- **Social media campaigns (e.g. via Twitter)**
- **(Virtual) exhibitions**