



University
of Glasgow



COMMUNICATE YOUR RESEARCH

SUMMER ACADEMY
24 July – 4 August 2023

WORLD
CHANGING
GLASGOW



Week 1: 24–27 July

Monday

14:00–16:00 BST, 16:00–18:00 EEST

Summer Academy LAUNCH

Tuesday

10:00–12:00 BST, 12:00–14:00 EEST

Having Good Intercultural and Interdisciplinary conversations

14:00–16:00 BST, 16:00–18:00 EEST

Getting Started with your Research Development Planning

Wednesday

10:00–12:00 BST, 12:00–14:00 EEST

Articulating Your Strengths and Expertise

14:00–16:00 BST, 16:00–18:00 EEST

You and Your Ideas, Panel Discussion

Thursday

10:00–12:00 BST, 12:00–14:00 EEST

Building and Communicating Your Research Profile

14:00–16:00 BST, 16:00–18:00 EEST

Building Your Research Portfolio

Week 2: 1–4 August

Tuesday

10:00–12:00 BST, 12:00–14:00 EEST

Writing for Diverse Audiences

14:00–16:00 BST, 16:00–18:00 EEST

Communicating Your Research, Panel Discussion

Wednesday

10:00–12:00 BST, 12:00–14:00 EEST

Using Public Engagement to Strengthen Your Research

14:00–16:00 BST, 16:00–18:00 EEST

Pitching Your Research Ideas

Thursday

10:00–12:00 BST, 12:00–14:00 EEST

Building Effective Networks for Collaboration

14:00–16:00 BST, 16:00–18:00 EEST

Engaging Others with Your Research, Panel Discussion

Friday

14:00–16:00 BST, 16:00–18:00 EEST

Summer Academy LANDING CELEBRATION

Meet our panellists

You and your ideas

Exploring the relationship between self-presentation – i.e. creating a ‘presence’, building a visible profile – and successful research or public engagement activities. We will discuss the ways in which social media and the internet, as well as podcasting, blogging, etc, helps make visible your expertise and ideas.

Mrs Laura Tyler (chair)

Laura Tyler works to provide University staff with guidance on marketing, developing, and delivering research. She has a special focus on using social media as a tool for researchers and academic staff.

Dr Tim Peacock

A lecturer in History and War Studies, Dr Tim Peacock brings his research to life through the creation of games and historical simulations, ranging from research-informed tabletop war games to educational video games. He is the Founder & Co-director of the Games and Gaming Lab at the University of Glasgow.

Prof Roman Petrov

Prof Roman Petrov has been Head of International and European Law Department at the National University of Kyiv-Mohyla Academy in 2015. He is the founder and first elected President of the Ukrainian European Studies Association.

Dr Mark Wong

Dr Mark Wong is a Senior Lecturer in the University of Glasgow's School of Social & Political Sciences, with a special focus on Urban Studies. He is Deputy Theme Lead of the Advanced Research Centre (ARC), where he works to facilitate interdisciplinary and cross-sector collaboration. He is practised in conducting media appearances and interviews. Dr Wong believes in the value of online spaces to build and foster social connections, particularly between marginalised peoples.

Communicating your research

How well we articulate and share our ideas underpins our success. Going beyond publication, this expert panel will consider the how and where and why of sharing research.

Dr Maria McPhillips (chair)

Dr Maria McPhillips is the Head of Strategic Research Initiatives at the University of Glasgow's Research & Innovation Services and a Research Manager at MRC-University of Glasgow Centre for Virus Research.

Prof Heather Ferguson

Prof Heather Ferguson is a member of the University of Glasgow's School Biodiversity, One Health, and Veterinary Medicine, with a special focus on Infectious Disease Ecology.

Prof Lorna Hughes

A professor of Digital Humanities and the Dean Global Engagement (Europe) in the University of Glasgow's School of Humanities, Professor Lorna Hughes researches digital cultural heritage and the use of digital collections in research, teaching, and public engagement. She is Co-Lead for the Scottish Graduate School of Arts and Humanities (SGSAH) Heritage KE Hub.

Dr Nikki Osborne

Dr Nikki Osborne is the founder of Responsible Research in Practice, a UK registered Learning Provider that provides training in research integrity and responsible research conduct in bioscience research. Through her work, she promotes animal welfare and humane science.

Prof Olga Poliukhovych

Dr Olga Poliukhovych is a writer, editor, and Associate Professor in the Department of Literature at the National University of Kyiv Mohyla Academy. She is a Co-Founder at NGO New Ukrainian Academic Community.

Engaging others with your research

Engagement is at the heart of communication and collaboration. This panel will explore how engaging widely and in different ways can support, grow and strengthen your research.

Dr Zara Gladman (chair)

Dr Zara Gladman is the Public and Community Engagement Manager at the University of Glasgow's Research and Innovation Services, where she offers support on grant-writing, developing engagement strategies, and community engagement and development.

Ms Rose-Marie Barbeau

Ms Rose-Marie Barbeau is the Head of Research, Impact, & Engagement at the University of Glasgow's Research and Innovation Services, where she focuses on helping researchers strengthen and drive their research impact.

Dr Gemma Learmouth

An Affiliate at the University of Glasgow's School of Psychology & Neuroscience, Dr Gemma Learmouth's research interests include stroke rehabilitation, visiospatial attention, and non-invasive brain stimulation. She is experienced in sharing her work with the public at events such as the Glasgow Science Festival and Explorathon.

Dr Pauline Mackay

Dr Pauline Mackay is a Senior Lecturer in Scottish Literature at the University of Glasgow's School of Critical Studies, with a special focus on Robert Burns Studies. As a part of her research, Dr Mackay uses VR technology to bring the world of Burns' writing to life; in 2021 she launched the Burns VR Experience, 'Burns Beyond Reality.' She has an established relationship with the UK media, and is experienced in using both her media presence and social media to further community outreach aims.

Prof Roman Veretelnyk

Prof Roman Veretelnyk is the Head of the Department of Literature at the National University of Kyiv Mohyla Academy, and is also Editor in chief of the NaUKMA Humanities Journal.

Workshops

Having good intercultural and interdisciplinary conversations

At the heart of communicating your research is the ability to have a great conversation. This opening workshop shines a light on the wonderful diversity of culture and experience here at the Summer Academy. Diversity makes for the best research, and, as such, is a source for celebration. However, it can also be a place of unfamiliarity and discomfort: it takes time to work out whether we share the same approach to contributing ideas, turn-taking, giving feedback, time-management, decision-making and more. Drawing on the expertise of intercultural specialists such as Erin Meyers' The Culture Map, this workshop is a chance to learn more about how we communicate with each other, which is the first step to robust research collaborations.

Isa Buencamino is a leadership coach with 30 years experience in organisational development across multicultural settings in a variety of sectors. A diversity and inclusion advocate, Isa is the founder of WoW Women of the World, supporting under-represented groups in their careers. Her work is based on the belief that most of what you need to succeed is already within you.

Getting started with your summer academy research development planning

A key component of the Summer Academy is the opportunity to plan the development of a grant proposal for your own research ideas. By working through the Academy self-paced resource, you will be guided step-by-step to framing the skeleton of an award-winning application. This workshop lays the foundations by introducing the resource, guiding you through the first reflective exercises, and carving out dedicated time to take the first steps in a scaffolded setting.

Adam Gordon is a member of the Summer Academy delivery team. A current University of Glasgow doctoral researcher, Adam has a rich background in the creative sector, co-founding a touring theatre company and working across a wide range of community groups. He brings an inclusive approach to his practice which transcends disciplines to allow all researchers to access a creative and reflective approach to their work.

Articulating your strengths and expertise

This workshop looks at your 'offer' and how to generate value from two perspectives, yours and that of your intended audiences.

Using bespoke glucard™ tools, it will help you to identify your strengths to increase your engagement, define and position your value, refine your offer, and define key messages that respond to your audiences' needs. This hands-on workshop demonstrates practical tools you can use to cultivate your central message, communicate your offer, develop collaborative relationships, and create conditions for success and forward action.

Dr Sabina Strachan is UK-based consultant who supports researchers and businesses to identify and understand their audiences (e.g. Funders, stakeholders, partners, participants, beneficiaries), articulate their offer, increase engagement and generate greater impacts.

Building and communicating your research profile

This session explores the theory and practice of building a research profile, looking at the diverse ways you can share and disseminate your research and research ideas.

Moving beyond the standard outputs in your field, we will consider the how principles of open research and research reproducibility frame research outputs in the contemporary research landscape.

Dr Anna Pilz is an Academic Developer and Trainer in Researcher Development and former Marie Skłodowska-Curie Fellow in the School of Literatures, Languages and Cultures at the University of Edinburgh.

Workshops

Building your research portfolio

To build a strong research portfolio we need time, money, space, and support. As researchers we have a lots of promising research ideas: the challenge is how to navigate them to fruition and publication. This workshop addresses the quality of 'fit' between our ideas and the expectations of funders and editor. Exploring the process of writing for review, it considers who is looking at your ideas, and what are they looking for. Using a research plan of your own and real life examples of successful projects, we will work through guided exercises to match your ideas with the right funder or publisher.

Dr Rhoda Stefanatos is a Researcher Development Specialist at the University of Glasgow. Before joining the Research Culture and Researcher Development team, Rhoda was a researcher and fellow in the biomedical sciences. Over a decade in research, she has been awarded various types of internal and external funding and published over 20 publications.

Writing for diverse audiences

"No one ever made a decision because of a number. They need a story." (Daniel Kahneman) Stories are more than just entertainment. We communicate with friends, family, and strangers through our ability to narrate events and connect through emotions. Stories help us understand the world around us, each other, and even ourselves. So, it should come as no surprise that effective communication is based on the ability to tell a good story. In this two-hour workshop, we will be using readings, discussion and in-class writing exercises to define what makes a good story before applying those elements towards making participants' research more accessible and effective. This workshop is an opportunity to play with story, consider your audience, and of course, tell some stories.

Dr Sally Gales works with The Guardian's Masterclass programme to deliver creative writing workshops. She has written prizewinning short stories and will be publishing her debut novel in 2025.

Using PE to strengthen your research

This workshop is an opportunity to reflect on how and why partnerships develop, framing engagement as an input to research. Engagement early in the research cycle has the greatest impact on the research itself and partners can bring in unique and diverse viewpoints that can help challenge research questions based entirely in academia. The workshop will equip you with tools to run Public Engagement projects (and therefore research projects). You will learn about the different types of Public Engagement and how they fit with the research cycle; what to consider before approaching a new partner; and how to use Logic Models for project development, which in turn makes writing funding proposals easier.

Dr Dom Galliano is a freelance consultant working towards an open, transparent, and equitable research community. Dom brings their experience from previous roles including Head of Public Engagement at UCL, and Director of Outreach & Public Engagement at the SouthEast Physics Network, into their work which looks to change research culture through training, mentorship and evaluation.

Pitching your research ideas

Imagine you were stuck in an elevator with someone you wanted to work with: what would you say to them to get them onboard before the bell pings and the elevator doors open? Creating a pitch for your research is an essential step towards securing collaborator and stakeholder interest and investment. Pitching is the first step of the Why You, Why Now, Why Here of securing research grant funding. This workshop will give you the tools to be able to describe your research briefly, telling your story in a tone that connects with your audience.

Siân Bevan is a Writer, Researcher and Facilitator based in Edinburgh. She's worked extensively as a science communicator. Whether through producing large-scale projects, developing science storytelling workshops or creating tiny stories for the Edinburgh International Children's Festival, her work centres around curiosity and exploring narratives.

Building effective networks for collaboration

This workshop is a chance to identify skills and share networking strategies to build collaborative relationships. You will be introduced to practical tools to enhance your networking approach. It will explore the strategic purpose of networking in the context of building relationships for collaboration. We'll look at how to make initial approaches or deepen relationships with existing contacts. You will practise tools and techniques and create a personal *glucard*[™] networking road map to identify your networking goals and target areas, capture key skills, approaches to take and immediate next steps. The workshop will demystify the networking process, enable you to approach networking strategically, identify the value of your existing networks, and give you practical steps towards its development.

Dr Sabina Strachan is a UK-based consultant with extensive experience supporting researchers and businesses to develop their networking objectives and make practical changes to raise their profile, find new opportunities, increase their income (e.g. funding, sponsorship, consultancy), and deliver greater impacts.