

Public Engagement Masterclass

Wellcome Genome Campus, UK

8-10 July 2019

Rosalind Franklin Pavilion

Programme

Monday, 8 July 2019

11:30 - 12:00

Registration

12:00 – 13:00

Session 1: Welcome | Objects of engagement

Programme committee

An interactive welcome / getting to know one another session. We're asking everyone to bring along an 'object of engagement' that represents a story or motivator for undertaking public engagement.

13:00 – 13.45

Buffet Lunch

13:45 – 15:45

Session 2: Public engagement in changing times

13:45 – 13:50 **Brief introduction**

Programme committee

This session will set the scene for the next two days, exploring trends across the UK and further across Europe. We will introduce four ingredients of high quality public engagement – **purpose, people, process,** and **evaluation** – a narrative we will employ throughout the course sessions.

13:50 – 15:00 **Keynote talks**

*Cissi Askwall from Vetenskap & Allmänhet Sweden and
Steven Hill from Research England, UK*

An opportunity to hear from two insightful speakers working across the UK and wider European research and engagement agendas. A brief Q&A will follow the talks.

15:00 – 15:45 **Quality in public engagement**

With the help of the course mentors we'll elaborate on our core themes. **Purpose** – being clear about what exactly you are trying to achieve with your engagement. **People** – thinking of who you want to engage with and what the **Processes** might be – for instance, what **formats** might work and what **partners** might help,

15:45 – 16:00

Afternoon tea

16:00 – 17:30

Session 3: Leadership in public engagement

Speakers:

Pieter van Boheemen, Rathenau Instituut, The Netherlands

Kinga Laszloni Bercsenyi, King's College London, UK

We'll hear from 2 established researchers who have led effective public engagement strategies and who will share their experiences around how to build and sustain a vibrant culture of public engagement within a research project or team. Each perspective will follow a narrative of purpose / people / process / evaluation, and will be followed by an open question and answer session.

17:30 – 18:30

Session 4: Public engagement showcase | Meet the mentors

Mentors

Programme committee & mentors

At this multi-format session, we'll place a lens on concrete examples of public engagement. A mix of delegates and course mentors will informally share their exemplars, which may include demos, story-telling, posters and conversation. Everyone is free to move between activities throughout the hour.

18:30 – 19:00

Free time

19:00 – 21:00

Dinner - a chance to unwind and relax with new colleagues and friends.

After dinner talk by Professor Julian Rayner, Director of Connecting Science at the Wellcome Genome Campus and Director of the Cambridge Institute for Medical Research at the University of Cambridge.

19:00 – 23:00

Cash bar available

Tuesday, 9 July 2019

07:30 – 09:00 Breakfast

09:00 - 09:15 Reflections on Day I

We'll recap on Day I as a group, identifying any recurring issues or topics, helping mentors to tailor their support in the sessions to come

09:15 – 13:00

Session 5: Audiences and partnerships

Programme Committee and guest workshop leaders

From citizens to stakeholders, from lay audiences to experts, it's vital to reflect on what motivates potential audiences. What assumptions might we make and how do we establish true dialogue.

09:15 – 10:15 Audiences and their expectations

In role plays we will enact scenarios to showcase specific challenges and discuss potential solutions. Participants can chose one of two parallel sessions on working with community groups or city and regional themes.

10:15 – 13:00 Parallel sessions - The power of partnership

We'll explore different forms of project bespoke collaborations or long-term alliances with partners both within and outside of our academic organisations. We will examine how alliances with diverse stakeholders can help deliver better quality engagement and provide top tips to cultivate sustainable relationships. Participants can chose one 75-minute parallel sessions in each of the two session slots.

10:15 - 11:30 Parallel sessions I	
Working with community groups <i>Kim Aumann</i> <i>Boingboing, UK</i>	Connecting with city and regional themes <i>Jon Rea</i> <i>Nottingham City Council, UK</i>

11:30 – 11:45 Coffee break

11:45 – 13:00 Parallel sessions II	
Working with education audiences <i>Rick Holliman</i> <i>Open University, UK</i>	Collaboration with the third sector <i>Becky Gilmore</i> <i>Wellcome Genome Campus, UK</i>

13:00 – 14:00 Lunch

14:00 – 15:30

Session 6: Making a difference?

Programme committee

Evaluation is a key component for anyone serious about quality public engagement and its progression and development. In this session we'll explore the benefits of integrating strategic evaluation plans within the design of public engagement activities. We'll also consider approaches for sharing and using evaluation efforts.

15:30 – 15:45

Afternoon Tea

15:45 – 17:15

Session 7: Scoping out a Public Engagement Development Plan

Programme committee and mentors

In this session we're focusing on delegates' immediate research environments – for example, across a project, team or research programme. We'll consider what an 'action plan' could look like to measure a difference in the public engagement in a year's time.

The format for this session will be flexible and fluid: It's ok just to sit and think, or work in pairs or small groups. We'll provide a template plan, and have course leaders and mentors on hand to assist and give advice around some key topics, some of which will have been identified from delegates' pre-course survey.

17:15 – 18:15

Wellcome Genome Campus tour

A chance to explore the Wellcome Genome Campus and the labs and buildings of the world renowned Wellcome Sanger Institute and European Bioinformatics Institute. We'll visit some of the campus' dedicated public engagement spaces and discover how researchers are involved in current education and engagement programmes.

18:15 – 19:00

Free time

19:00

Course Dinner

19:00 – 23:00

Cash bar available

Wednesday, 10 July 2019

07:30 - 09:00

Breakfast

09:00 – 10:30

Session 8: The F-word

Jenni Chambers UKRI, UK

David Chapman Royal Society, UK

Annette Klinkert, European Science Engagement Association, Germany

Kenneth Skeldon, Wellcome Genome Campus and past research fellow STFC and Royal Society of Edinburgh

A successful record in research funding is a pillar for a research leader. In this session we'll look across the **Funding** landscape. How can we embed public engagement in research grants and fellowships, and secure financial support for it. How do we map engagement plans with the research case for support and the wider impact of research? This session is an opportunity to explore these aspects in changing times, with key funders of research and public engagement from the UK and Europe.

10:30 – 11:00

Coffee

11:00 – 13:00

Session 9: Acting as an ambassador

Katherine Cooper University of Reading, UK

Helen Featherstone University of Bath, UK

Suzanne Spicer University of Manchester, UK

In this session we will explore how to help and influence a wider culture of engagement at your institution. There are various ways in which engagement interacts with other areas and key agendas, whether research impact, skills development, equality and diversity or recognition and reward. Following an introductory scoping of institutional drivers, we'll host a world-café style session where four experts in institutional culture change will host discussions about their experiences, addressing practical issues such as identifying some quick and easy 'wins', choosing which challenges to dedicate effort and ensuring the language is fit for purpose, when communicating across different internal teams. Hosted tables will focus on:-

- Skills development and training
- Working with the research office
- Reward and recognition

13:00 - 14:00

Lunch

14:00 – 15:15

Session 10: Personal engagement planning/next steps

Programme committee

This session will build on Session 7 from Day 2 and give a more thorough opportunity to finalise and present your action plan, and receive constructive feedback from other delegates and course mentors.

15:15 – 15:30

Final reflections and feedback

15:30

Complimentary Shuttle to Cambridge train station and city centre

There will be ample opportunity for discussion with course committee and invited speakers. In addition we will be joined by a range of expert mentors. They will help facilitate will be available to answer your questions and provide personal feedback to help you make the most of this opportunity to prepare a robust public engagement strategy.

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