



Impactful researchers & technical professionals

Boost scientific and societal impact of your work and research through external engagement, SDGs, effective communication and personal branding

Increasing the impact of your research

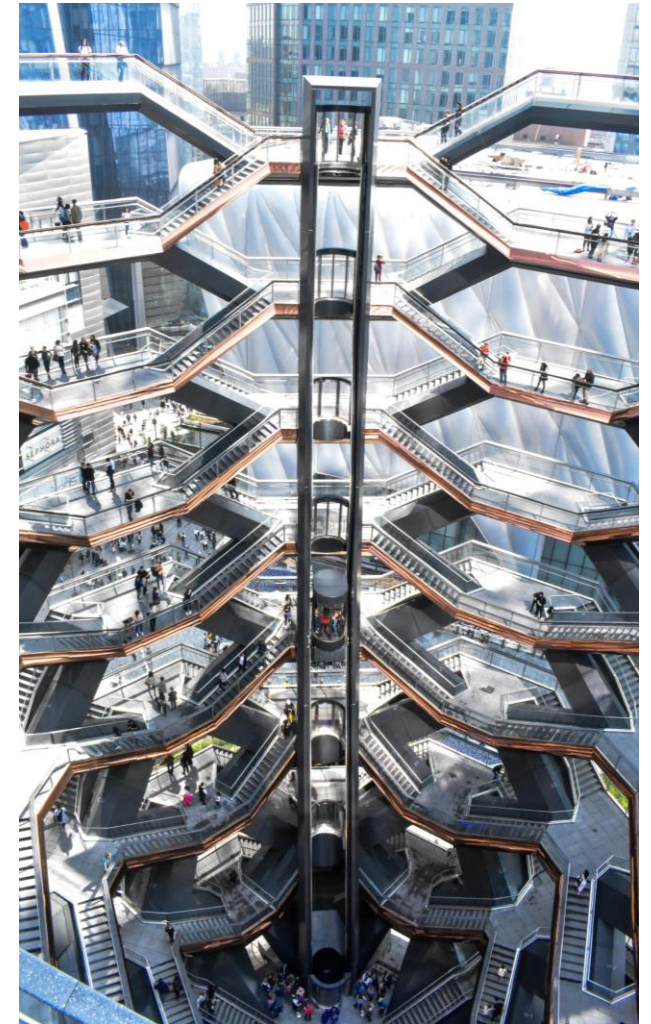
Researchers and technical professionals are under increasing pressure to show the significance of their work beyond academic publications and to transform their academic endeavors into powerful catalysts for real-world impact. These two goals are not incompatible. However, researchers and technical professionals often struggle with prioritising societal impact and applying an "impact first" mindset to the work that they do.

This training program is designed for ambitious academics and technicians across all disciplines, from early-career researchers to seasoned academics and technical professionals. Hosted by global experts and providing best practices, you will be taken through a series of interactive workshops, seminars and discussions to broaden the impact of your work, embed impact at all stages of your research initiatives and establish your profile as an impactful researcher.

Participants will leave UIIN programs and courses with the latest tools and frameworks as well as timely expert tips, which will have actively progressed their work through activities and exchange.

Accelerate your professional development through our training programs and...

- **Discover** global best practices, frameworks and perspectives.
- **Experience** insights from professionals, whilst you enjoy the dynamic, challenging and interactive format.
- **Network** with like-minded peers internationally.
- **Reflect** more strategically on what you do and how you do it.
- **Challenge** yourself and get a different perspective on your work.



This program will help you to



- 1 **Build in, predict and plan for impact early on in your research process**
- 2 **Adopt “impact first” approach to all your research initiatives and teaching**
- 3 **Improve your funding prospects by aligning your research with national and international frameworks for research impact and engagement**
- 4 **Design and steer your career path to maximise both scientific and societal impact through engagement**
- 5 **Effectively articulate the impact of your research to funders and collaborators**
- 6 **Build better and more engaging research stories and develop your research impact pitch**
- 7 **Create a personal brand as an impactful academic to position yourself amongst peers in academia and externally**
- 8 **Expand your personal and professional network**

Who should attend

Academics, researchers and technical professionals of all career stages and across all disciplines wishing to broaden the impact of their work and improve their funding prospects.

The presented tools and principles are not focused on any area and are broadly applicable across STEM (science, technology, engineering, and mathematics) and HASS (humanities, arts, and social sciences) disciplines.

Delve into the dynamic landscape where research meets real-world relevance, as we unravel the profound significance of planning for impact and engagement in catapulting research from knowledge creation to tangible societal change.



Topics we will cover



By sharing tools, frameworks and case studies from global experts and through facilitated group activities and dynamic discussions, you will develop impact mindset and learn how to plan for impact early on in your research process.

Topics include:

- Academic vs. societal impact, types of research impact
- Pathway to impact logic model & stakeholder mapping
- Impact and entrepreneurial mindset
- Aligning research with UN SDGs and other frameworks
- Types of external engagement
- Articulating benefits of external engagement to your partners
- Engaging your beneficiaries in your research process
- Valorisation pathways and knowledge transfer
- Personal branding and branding collateral
- Science and impact communication tactics
- Storytelling and pitching techniques

Module details and learning outcomes

The program is organised into three modules, each representing a stage in the journey towards developing your impactful research skills and competencies.

Planning for impact and impact mindset

Module 1

Explore how research conducted in academia can lead to both scientific and societal impact. Explore the process of planning for impact and different impact frameworks, discussing the importance of embracing a different mindset and engaging with external stakeholders.

External engagement and valorisation

Module 2

Set yourself up for external engagement success by learning about university-business/society cooperation and the relevance of engagement with external stakeholders in creating impact. Explore different forms of knowledge transfer and valorisation pathways.

Communication and personal brand building

Module 3

Discover how to build better and more engaging research stories, how to communicate research results and its impact to different stakeholders. Learn how to effectively pitch any kind of initiative and explore ways to create a personal brand as an impactful academic.

Find more details on each module in the following slides.



Module 1

Planning for impact & impact mindset

- Workshop** **Increasing impact of your research**
- Set strong foundation by covering concepts around impact and impactful research. Learn how research conducted in academia can lead to both scientific and societal impact
- Seminar** **How to plan for impactful research**
- Learn to integrate impact planning and monitoring into your research design and conduct
- Workshop** **Impact mindset**
- Explore mindset frameworks and concepts relevant for thinking and acting as an impactful academic
- Seminar** **How to apply pathway to impact principles**
- Follow the practical steps towards planning and capturing results of your research projects
- Fireside chat** **SDGs and impactful research towards the 2030 agenda**
- Learn how to reduce the gap between research and policy and help advance the SDGs
- Knowledge to Practice** **Map the impact of your research**
- Analyze your current or future research initiative by mapping its stakeholders and impact

Module 2

External engagement & valorisation

Workshop

Setting up for external engagement success

- Dive into the context of external engagement and discover its role for impactful research
- Learn about the UBC Ecosystem Framework and get a better understanding of how external engagement works in the broader academic context

Knowledge to Practice

Develop external engagement strategy

- Work with the peers to collaboratively develop steps necessary for engagement with a particular stakeholder

Workshop

Valorisation pathways

- Discover different forms of impact creation, knowledge transfer.
- Explore cases studies focusing on different valorisation pathways across STEM and SSH

Fireside Chat

Insights from an impactful academic

- Listen to a first-hand experience on how to be an impactful academic and what it takes to pursue the pathway towards impact beyond traditional scientific KPIs
- Learn how to span the boundaries between academia and industry

Module 3

Personal brand building & communication

Workshop **Communicating your research and its impact**

- Learn how to make your research results and its impact understandable for different stakeholders outside of academia
- Explore methods and channels to reach different audiences: societal stakeholders, potential business partners, sponsors, government and broader public

Seminar **How to pitch your initiative**

- Get practical tips and tricks on pitching your initiatives in compelling and attractive way
- Explore different pitching techniques and get a checklist to follow before starting a new pitch

Workshop **Creating a personal brand**

- Learn how to create a personal brand as a researcher to highlight your work, increase the visibility of your research and reach wider audience
- Get practical tools for positioning yourself as an impactful researcher

Knowledge to Practice **Design your own impact strategy**

- Follow the steps, use the acquired knowledge and design your very own strategy towards increasing societal and academic impact of your work

Training schedule

● Workshop: 120 min

● Seminar: 60 min

● Fireside Chat: 60 min

● Knowledge to Practice: 90 min

September

October

October

November

M1 Planning for impact & impact mindset

M2 External engagement & valorisation

M3 Personal brand building & communication

Wed, 18 Sept

09:00 – 11:00

Increasing impact of your research



11:15 – 12:15

How to plan for impactful research



Wed, 2 Oct

09:00 – 11:00

Impact mindset



11:15 – 12:15

How to apply pathway to impact principles



Wed, 23 Oct

09:00 – 11:00

Setting up for external engagement success



11:15 – 12:45

Develop external engagement strategy



Wed, 13 Nov

09:00 – 11:00

Communicating research and its impact



11:15 – 12:15

How to pitch your initiative



Wed, 9 Oct

09:00 – 10:00

SDGs and impactful research towards the 2030 agenda



10:15 – 11:45

Map the impact of your research



Wed, 30 Oct

09:00 – 11:00

Valorisation pathways



11:15 – 12:15

Insights from an impactful academic



Wed, 20 Nov

09:00 – 11:00

Creating a personal brand



11:15 – 12:45

Design your own impact strategy



Note: All timings are listed in UK time.



This is the best impact program I have undertaken. The sessions explain the why and how of the different aspects of impact and have helped me to understand the best ways of creating meaningful relationships with different stakeholder groups. Throughout this program I have developed new skills in effective communication that supports impact generation and valorisation of my work. I would highly recommend this program to anyone looking to take the impact of their work to the next level.

Samantha McLean
Senior Lecturer at Nottingham Trent University

Your learning environment and experiences

Six reasons to choose a UIIN course



- 1 Research-backed excellence**
Our training is informed and guided by extensive research, compelling evidence and decades of experience.
- 2 Inspirational content**
The courses are developed and delivered in a manner that not only imparts knowledge but also aims to inspire and challenge you.
- 3 Theory and practice convergence**
Our courses go beyond theoretical understanding, actively advancing your knowledge, skills and abilities. We ensure the application of your newfound insights, translating theory into real-world impact.
- 4 Validated tools and frameworks**
You will leave with tools and frameworks useful in your work. These are provided with expert insights and tips and will actively progress your work.
- 5 Diverse professional cohort**
We train professionals from a wide variety of institutions including some of the best and most innovative universities on the planet.
- 6 Peer exchange and networking**
You will engage in a dynamic environment where you can share experiences, build networks and showcase your successes on a global stage.

Past participants' experience

Our course alumni consistently highlight how the curriculum empowers them to...

- become champions of structural and cultural change and drive boundary spanning initiatives
- work more strategically and maximise their impact
- execute tasks with increased efficiency and greater confidence
- identify new opportunities and generate new funding streams
- more effectively engage externally, valorise or act entrepreneurially
- progress faster in their career
- build visibility and get recognition for their work
- better address societal issues and create social and economic impact

Trusted by



Our unique approach to your personal learning experience

Tailored learning pathways

Customise your professional development journey by selecting those courses that suit your aspirations.

Flexible to your schedule

Ensure maximum flexibility to accommodate your time commitments through a blend of live and self-paced.

Proven learning methods

Rely on validated tools and frameworks, drawing from our extensive training expertise to provide a reliable and effective learning experience.

Captivating course design

Immerse yourself in courses crafted to be engaging, thought-provoking, challenging and enjoyable.

Wisdom from sector leaders

Gain valuable insights and practical tips from seasoned practitioners.

Facilitators and subject matter experts

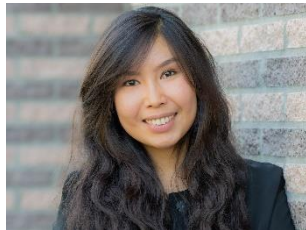
Meet your expert facilitators



Arno Meerman is the founder and CEO of UIIN and has expanded UIIN into one of the world's leading organisations in the field of university-industry engagement. Arno has been actively involved in research on the role of universities in our society and the opportunities external engagement provide to enhancing the impact of education and research. An experienced facilitator and consultant, he works with UIIN's global community to train and advise university leaders and professional staff to become more entrepreneurial and innovative, develop strategic partnering approaches and enhance their impact.



A/Prof. Todd Davey is an accomplished consultant, has advised European, Australian and Vietnamese governments, multiple universities, and authored 'Entrepreneurship at Universities'. Formerly with Deloitte Australia and a strategic manager for a high-growth startup, Todd transitioned to academia to create 3 spinout companies and commercialised his own research into the TechAdvance tool. He's now an Associate Professor of Entrepreneurship at Institut Mines-Télécom Business School, Paris, a Visiting Fellow at the University of Technology, Sydney, as well as a Visiting Academic at Imperial College, Technical University of Vienna, and the University of Bologna, specialising in entrepreneurship and innovation.



Dr. Balzhan Orazbayeva is UIIN's Strategic Initiatives Manager, where she designs inventive training and consultancy solutions for more engaged and entrepreneurial universities. With research expertise in university-business collaboration and social innovation, she has led training programs on valorisation, entrepreneurial universities, and the future of higher education. Balzhan also co-edits 'The Future of Universities' book series and drives the development of new training programs for the global UIIN community.



Mikko Korpela is Director, Consulting Services at Crazy Town. He has more than 10 years of experience in the field of university-business cooperation (UBC), regional development and commercialisation of R&D projects. Mikko brings proven expertise in training UBC-related issues at universities (more than 200 workshops around Finland and Europe), experience commercialisation and entrepreneurship training for university researchers and teaching staff, coaching EU-funded project specialists (mostly ESF, ERDF) on how to generate more societal and business impact. Mikko designed and implemented over 20 hackathons and bootcamps since 2011 for universities, regional developers, startups, societal actors and NGOs, as well as corporations.



Prof. Carolin Plewa is the Pro Vice Chancellor (Researcher Education & Development) and Dean of Graduate Studies, as well as Professor of Marketing and Stakeholder Engagement at the University of Adelaide, Australia. She specialises in the interaction and value co-creation across a myriad of organisations and individuals, with a particular emphasis on university-business collaboration, as well as service and social contexts. Her research in the context of university-business engagement, in particular, has led to her appointments to the South Australian Science Council (2015-2018), as an inaugural co-chair of the UIIN Australia Chapter, and to the ARC Engagement & Impact Assessment Panel 2018.

Our external experts



Prof. Andrew Petter
Chair of Innovate
British Columbia &
former President
Simon Fraser
University



Keith Marmer
Former Chief
Innovation &
Economic Engagement
University of Utah



Prof. Tuula Teeri
Former President
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Marc Sedam
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Dr. Cameron McCoy
Provost at Harrisburg
University



Carol Stewart
Vice President, Tech
Parks Arizona



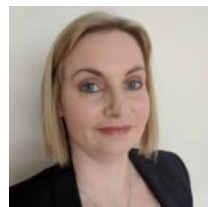
Dr. Natascha Eckert
Global Head of
University Relations
Siemens



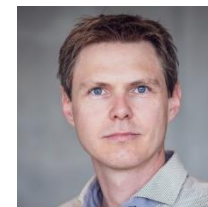
Arianne Bijma
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Dr. Kees Eijkel
Director of Business
Development
QuTech



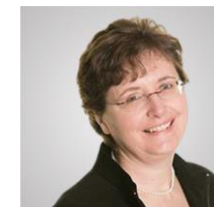
Dr. Perdita Cheshire
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Dr. Max Riedel
Head of Zeiss
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Dr. Jochen Barth
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Prof. Irene Sheridan
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higher education

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