Public Engagement Related OPD Courses

Organisational and Professional Development has launched the OPD programme for 2017/18. There are a number of workshops (many only a half day in length) which are public engagement related or provide opportunities to learn skills that can translate to public engagement activities. These workshops are highlighted in the list below with summary information underneath. If you don’t see a training opportunity that you feel would help you with your participation in public engagement please email us at SLS-PublicEngagement@dundee.ac.uk or come and speak to Amy Cameron and/or Erin Hardee at their monthly public engagement drop-in session on the third Wednesday of the month at 10am in the Street.

Full details on each course listed here, to browse all the courses available and to book a place please visit: www.dundee.ac.uk/opd
<table>
<thead>
<tr>
<th>Course Name</th>
<th>Date (s) &amp; Times</th>
<th>Target background requirements</th>
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<tr>
<td>An Introduction to Engaging Public Audiences with Your Research</td>
<td>09/05/18 13:30 – 16:30</td>
<td>All staff</td>
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<td>22/11/17 09:30 – 12:30</td>
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**Workshop Summaries**

1. **An Introduction to Engaging Public Audiences with Your Research**

Learn how you can make the most of engaging with different public groups, including schools, general public and policy makers. Try some practical skills to help you engage diverse audiences and find out how the University can support you reach these new audiences. A panel discussion with experts with a strong track record of supporting engagement with research completes this session.

Discussing your research with the public has wide-ranging benefits for you and your career: from raising your profile and networking to becoming a confident communicator to public audiences. These skills can easily be transferred to develop effective presentation skills and enhance teaching.

Date: 09/05/18 13:30 – 16:30

2. **Build a Research Website in Under Three Hours**

You can use your website to explain your research, list your publications, point out your collaborations, blog, link to social media and note your awards and achievements and provides increased visibility.

A researcher can use their own website to publish a preprint of their research article (depending on the copyright policies of the journal), allowing them to pre-publish their research in one place.

This workshop requires no coding skills or programming experience. Participants will be introduced to the principles of web design, usability and a few different platforms for building websites free of charge. The workshop will focus on the free Wordpress platform and participants will be taken through the website building process; by the end they will each have a functional research website that they can update and manage themselves.

Dates: 22/11/17 09:30 – 12:30; 22/05/18 09:30 – 12:30

3. **Communicating Your Research Online: Digital Tools, Strategy and Impact**

This course will introduce participants to a set of online tools (including Google Scholar, Figshare, ResearchGate, Academia. edu and F1000) designed specifically for academics that can be used to discuss, share and promote research. In addition, the course will touch on how popular social media platforms can be used to your advantage. Case studies explaining how other researchers build successful online profiles will also be included.
Tools such as these can be used to demonstrate public engagement in grants and department reports. Researchers post opinions, negative results, figures, posters, data, old student projects (and more) and receive acknowledgement from their peers and the public while building their own research profiles. It is possible to track your research impact digitally, gain citations for your work, interact with peers and engage with a non-academic audience directly.

Date: 24/05/18 13:30 – 16:30

4. Creative teaching using the University Archives

This short workshop will introduce you to the range of unique archive collections held by the University and examine different ways these can be used in teaching across a wide variety of subject areas. We will aim to show the practical and research skills your students can learn by making first-hand use of original sources. The Archives holds documents, photographs, rare books, maps and plans and other material that relate to many of the teaching disciplines in the University. Using these is a unique way for your students to engage creatively with your subject area and to develop research and other transferable skills. You will also find out how you can use the collections to promote your courses and aid student recruitment. This workshop will include case-study presentations and hands on activities to allow you to become familiar with the potential of the collections.

Date: 27/02/18 11:30 – 12:30

5. Finding Humour in Your Research - Bright Club

With the help of a Bright Club organiser and stand-up comedian, participants during this workshop will get a taste of how humour and creativity helps participants build their confidence in public speaking, teaching and as effective communicators. It is a lively, fun and participative session.

Facilitator Susan Morris is the founding compere at The Stand comedy clubs and has trained hundreds of people from Universities to communicate their research in funny ways to different audiences. Including over 100 performers at Bright Club Dundee.

Bright Club is a stand-up comedy show that collides worlds of comedy and research. We hope that each participant will take part in one of our Bright Club comedy shows but there is much more to finding humour in your work. It’s useful when speaking to any audience including funders, collaborators and the general public. More importantly it breeds confidence and makes you more memorable, which supports career progression and media work.

Dates: 27/11/17 17:00 – 21:00; 19/02/18 17:00 – 21:00
6. **Infographics, Data Visualisation, Animation - New Ways to Illustrate Your Research**

This workshop will serve as an introduction to the vast field of data visualisation. Highlighting on-line tools, you will learn how to tell stories with your data. Examples of unique data visualisation projects will be shown for inspiration. Animation will be introduced as an alternative method to illustrate your research.

Date: 26/03/18 09:30 – 12:30

7. **Layman's Abstract: Summarising Your Research for the Non-Specialist**

Journals, funders and employers routinely expect academics to summarise their work for non-specialists. This workshop equips researchers with the skills required to produce eye-catching, non-technical summaries without compromising academic integrity.

What is a layman’s abstract and why do academics need to be able to write one? It's part of the job description; it’s a transferable skill.

First steps: A single-sentence summary; the differences between an research abstract and a layman’s summary.

How to write a layman’s abstract: Knowing your audience; context and framing; hooks and pegs; removing jargon.

Responsibilities: hope or hype? Dealing with risk and uncertainty; communicating research, or selling it?

Post-workshop feedback: Attendees are invited to submit a layman’s abstract of their own research for detailed critique.

Date: 23/04/18 13:30 – 16:30

8. **Pitch Perfect: Public Speaking, Networking and Engaging**

Researchers are frequently under pressure to communicate their information verbally, whether it is an oral presentation, in a meeting or an interaction at a conference. Performing well in a keynote presentation or impressing at a chance meeting is key to facilitating collaborations, building relationships with future employers and boosting your career. Public speaking and networking are key components to a successful career, both within academia and beyond.

Participants will be introduced to various techniques that they can use and adapt to a variety of situations: how do you respond to difficult questions? How do you effectively engage with senior academics?
Effective verbal delivery and engagement takes practice and this workshop will introduce participants to concepts and techniques that they can use to their advantage. We take a step by step approach to presentations, building up from initial short research pitches to longer conference talks so participants can gain confidence.

Date: 14/02/18 09:30 – 16:30

9. Public Speaking for Postgraduate Researchers

If you have ever thought that you are not using your voice to its full potential, or been concerned that it is not as strong or expressive.

The workshop will promote and enhance an awareness of what makes your voice, interesting and sustainable.

The overview of this workshop is to explore:
• Voice versus speech in order to optimise your presentation and vocal dexterity.
• The voice as an instrument to be nurtured.
• How to warm up your voice.
• Controlling and increasing your breath to achieve its full potential. The ability to paint pictures with your voice.
• Achieve your centre note and improve your sustainability.
• Application – Putting into practice elements learnt on the course.

Date: 09/05/18 09:30 – 12:30

10. Public Speaking for Staff

Date 09/05/18 13:30 – 16:30

11. Social Media - Hands on using Facebook, Twitter, Instagram

Are you running an official University social media channel, or planning to start? This course will give you practical training in how to use Facebook, Twitter & Instagram for corporate purposes.

If you have already attended the Social Media Introduction course, or the Corporate Use of Social Media course previously, come along for practical examples, and hands-on opportunities with Facebook, Twitter & Instagram.

Dates: 31/10/17 10:00 – 12:00; 14/12/17 10:00 – 12:00; 23/05/18 10:00 – 12:00
12. Social Media Bootcamp: Sharing, Connecting and Building an Audience

This workshop is designed specifically for staff and students who are looking to develop their online presence and boost their career prospects through social media.

There are now numerous channels available that can be used to amplify your research, promote an enterprising project and attract future employers. Each individual can now build their own online ‘brand’ that friends, colleagues, collaborators and future employers can engage with. In addition, social networks can act as a valuable source of information and a personally tailored news feed.

The workshop is designed to cover a selection of mainstream social media tools that can be used to build your online brand. Short group exercises, case studies and the instructor’s personal experience will be included to illustrate key points.

Date: 26/01/18 09:30 – 12:30

13. Social Media Introduction
(Previously called ‘Corporate use of Social Media’)

Do you use social media as part of your job? Are you running a Facebook page or group, a Twitter account, or posting to Instagram for your part of the University of Dundee? Or have you been asked to contribute posts to main University social media channels?

There is no denying that social media is a powerful tool for connecting with family, friends, colleagues and students alike. With that power however comes great responsibility. The workshop aims to show you the latest and greatest ways to use social media and to avoid classic mistakes.

This course is desk-based, practical workshops are the "Hands-on Social Media" OPD course, and occasional Buffer, Eventbrite & Campaign Monitor sessions, delivered by Corporate Communications.

Dates: 01/12/17 10:00 – 12:00; 31/05/18 10:00 – 12:00

14. Storytelling to Lead, Connect and Persuade

‘Storytelling to Lead, Engage and Persuade’ is a half-day workshop devised for the University of Dundee. Delegates will be reminded of something they already know – stories are powerful. And, stories work. Part of the session will focus on exploring The Story Stack, the storytelling framework that has been developed over the last two years. The Story Stack is the framework used to teach organisations who are committed to making storytelling a key part of their communication strategy. After you’ve been introduced to the Story Stack, it’s over to you. Firstly, you’ll get to put the story framework into action in an exercise called Going to the Movies. Then, in the Getting Real exercise, you’ll get the chance to explore storytelling in a leadership context. All delegates will get access to an online course that will help them cement
their learning. This will help achieve the goal of creating lasting change and a band of self-sufficient leadership storytellers.

Date: 16/11/17 09:30 – 13:30

15. To Blog or not to Blog? Communicating with the Public and the Media

Communicating with a non-academic audience requires a different style, whether it is self-publishing a blog post, writing for the media or being interviewed for radio.

This workshop will focus on different methods of public engagement including blogging, writing a press release and engaging and managing journalists. Participants will be encouraged to think strategically about who they want to engage and why, defining their message and communicating with different groups. There will also be a short introduction to altmetrics and a discussion around their advantages and disadvantages.

Activities will include short individual writing exercises, group work, feedback and discussions. This workshop is designed for researchers of any level who would like to share their work beyond academia and develop their public engagement strategy.

Date: 26/01/18 13:30 – 16:30

16. Vocal Enhancement Skills

Many presentation courses focus on the practical side of the presentation, the content, visuals, and equipment. Voice in Action will look at you, and how you present. This personal one to one coaching gives you a chance to develop your most powerful presentation tool - your voice – yourself! It is a known fact that what we say is often not nearly as important as the way we say it. We can help you look, feel and sound your best.

If you have ever thought that you are not using your voice to its full potential, or been concerned that it is not as strong or expressive, as you would like, Voice in Action, offers a practical introduction to effectively improving and enhancing your voice skill. Exploring the following areas; Voice vs. Speech, the voice as an instrument, How to warm up your voice, Controlling and increasing your breath to achieve its full potential, Achieving your centre note & improving your sustainability.

Date: 08/05/18 09:30 – 12:30
17. Wow! Why? Aha! Communicating Complexity

This course is ideal for anyone wishing to develop their public engagement activities (public performance, workshops, press, TV or radio) through to those just wishing to improve their lecturing or speaking skills.

Delivered by international TV science presenter, performer and writer Tom Pringle (AKA Dr Bunhead from Brainiac).

If you're new to public engagement then this course will give you the ideas and inspiration to bring your specialist knowledge into the public realm. For the more experienced communicators this is an excellent opportunity to further hone your skills.

This course has been carefully designed to prepare anyone (from nervous novice to engaging experienced speaker) to present engaging and accurate specialist knowledge in a truly memorable and exciting manner. You will be gently encouraged to step outside of your comfort zone to extend your repertoire of skills and build your confidence for real life situations.

Throughout the day, short sections of theory are put into practise in real life simulations that immerse participants in a broad range of communication situations.

Date: 20/03/18 10:00 – 17:00