

IUFRO Masterclass in Research Communication and Pathways to Impact

Date: Monday 17th November 17.00 UTC

Join us for a one-hour online masterclass on how to communicate your research, collaborate with other researchers and stakeholders and connect with a broad audience. You will also learn how to ensure your research is impactful and to document and evaluate different types of impacts.

Key features will be:

- What connects research communication and impact
- Learning the fundamentals of effective research communication
- Identifying what are impacts and why do we care
- Understanding how impacts come about and how to develop impact 'stories' over time.

Sign up

<https://us02web.zoom.us/join/6CtUbmjxRhKmEblBL9MjrQ#/registration>

About the speakers

Sarah McLusky is a freelance consultant, trainer and facilitator specialising in research events and communication. Sarah has been 'research-adjacent' for over 20 years. She has worked for universities and research projects, science centres and museums, learned societies and education providers. The common thread running throughout her career is making research more accessible and helping other people to do the same. Sarah's academic background is in plant pathology/biochemistry, but she has worked across a huge range of disciplines including all the sciences plus the arts, humanities, and social sciences. Sarah also hosts the Research Adjacent podcast.



Links

Linktree (all links in one)

<https://linktr.ee/sarahmclusky>

LinkedIn

<https://www.linkedin.com/in/sarahmclusky/>

Website <https://sarahmclusky.com/>

Research Adjacent podcast

<https://researchadjacent.com>



Laura Meagher has spent over 30 years working in the US and the UK with and within research and education institutions, along with industry and government, focussing on strategic change. As an independent consultant, she has frequently catalysed and facilitated novel initiatives, often multi-sector, inter-institutional and/or interdisciplinary, so is keenly aware of challenges, issues and practical mechanisms. She has reviewed multi-faceted projects and evaluated funding schemes promoting complex changes such as interdisciplinarity, capacity-building, knowledge exchange, impacts or economic development. To share her insights, she runs workshops and masterclasses on impacts; among her publications is a useful framework for identifying impacts from research: (Edwards, D. and Meagher, L. 2019. A framework to evaluate the impacts of research on policy and practice: a forestry pilot study. *Forestry Policy and Economics*.

<https://doi.org/10.1016/j.forpol.2019.101975>)