

# THE CONVERSATION

## Taking research beyond researchers: How to bring your expert knowledge to the general public

Thanks for signing up to attend a public engagement presentation and workshop. Here are a few things to think about beforehand.

### **THINK ABOUT THIS:**

To get the most out of the time available on the day, please take a moment beforehand to think about your work, research background and current projects:

- What fields are you working in that might be of wider interest to people beyond those in your academic niche? How could you express that to non-academics?
- What have you read or seen or heard in the news that relates to your areas of expertise? What's happening in the world now, recently, or will happen soon that you, given your expertise, could explain, analyse, criticise or comment upon?
- Consider what are you currently working on: what's the most interesting aspect to you? What do you think the most interesting aspect of it would be to a non-specialist? What are the wider implications of your work? How would you put that across?

This is the essence of approaching writing as an expert commentator and recognising items in the news agenda through which you could add something to the debate.

### **DO THIS:**

Come to the workshop armed with ideas for discussion! Think about the following, print this sheet and write your responses on the back and your name and research field below:

1. Think about the research you're working on: in a few sentences, describe it and its implications or why it's important.
2. Read, watch or listen to the news and identify a story you could comment on: in a few sentences, give a summary of such a comment.
3. Find a paper in your field - not one of your own - that you could explain to a non-academic reader and comment upon. Ask yourself: why is it important? Why should I care? In a few sentences, summarise what points you'd want to make.