

Engagement Academy 2024-25: Timetable

Date 10am-4pm	DAY 1: Wed 23 Oct	DAY 2: Wed 20 Nov	DAY 3: Wed 11 Dec	DAY 4: Wed 15 Jan	DAY 5: Wed 12 Feb	DAY 6: Wed 19 March	DAY 7: Wed 30 April
Theme	<p>PORTRAIT</p> <p>What is the meaning of being a professional working in science, for you and for others?</p> <p>Science and Society – the context</p>	<p>LANDSCAPE</p> <p>What's it like to be an outsider in science?</p> <p>Audiences and exclusion in science</p>	<p>MAP</p> <p>How does the context in which you find yourself affect the ways you might engage and the audiences you can reach?</p> <p>Our context and role at Imperial</p>	<p>INITIATE</p> <p>What are you hoping to do and who might you work with to make it happen?</p> <p>Aims and partnerships in engagement</p>	<p>REFLECT</p> <p>Understanding impact, progress and how to improve</p> <p>Evaluating your engagement</p>	<p>CRAFT</p> <p>Creating stories and messages in engagement</p> <p>Communication and engagement approaches</p>	<p>MIRROR</p> <p>Reflecting on how things went, what you have learned and what your audiences have learned</p> <p>Celebration and evaluation</p>
Content	<p>Introductions</p> <p>Our roles in Imperial's research and engagement</p> <p>Seminar: Our roles in a broader context</p> <p>Introducing Societal Engagement</p> <p>Presentation: Inspiration from previous cohorts</p>	<p>Museum visit and group tasks</p> <p>Reading and discussion</p> <p>Workshop: Exhibitions</p>	<p>Reading and discussion</p> <p>Seminar: Science and the media</p> <p>Panel: Audiences and engagement channels at Imperial</p> <p>Workshop: Events and audiences</p>	<p>Sharing initial engagement ideas</p> <p>Workshop: Aims, outputs and outcomes</p> <p>Carousel: Opportunities and challenges in engagement</p> <p>Workshop: Activity planning</p>	<p>Seminar: Audience research and evaluation in museums</p> <p>Workshop: Developing evaluation plans</p> <p>Seminar: Podcasting</p> <p>Activity: Explaining things simply</p>	<p>Workshop: Writing loved and loathed.</p> <p>Seminar: Words as engagement</p> <p>Workshop: Working with words and storytelling in our own engagement</p>	<p>Seminar: Next steps</p> <p>Workshop: Building momentum and a community of Imperial engagement</p> <p>Group showcase and celebration!</p>