

Planning your public engagement activities: Step by step guide

| | <i>Audience</i> | <i>Methods</i> | <i>Collaboration</i> | <i>(Evaluation) Impact on Audience</i> | <i>(Evaluation) Impact on Research</i> |
|--------------------------------|---|---|---|--|--|
| 1. Planning | Consider the main stakeholders: Which public groups or organisations are most likely to be interested in your research? | Consider the best ways to engage them: What methods, activities, formats or locations are most useful? | Consider partners who are engaging your audiences already e.g. patient or youth groups, charities, museums, arts orgs or broadcasters | Consider the intended outcomes: What will everyone involved gain from participating and how will you evaluate this? | Consider integration with your research plans: How could this add to your research and benefit you and your colleagues? |
| 2. Resourcing | Be realistic and choose one or two specific audience groups or stakeholders to work with | Consider staff time and applying for funding. Does your team need additional training or support from your institution's public engagement staff? | Consider your partners/ collaborators' resource needs and how they could benefit from being involved | Consider commissioning an external evaluator to ensure a robust evaluation. Do you need additional funding for this? | Consider commissioning an external evaluator to ensure a robust evaluation. Do you need additional funding for this? |
| 3. Piloting | Did your pilot reach your intended audiences effectively? Has it revealed other audiences you would now like to consider? | Could you adapt your methods, activities, formats or locations to better suit your audience? Would different methods be better? | Consider what you've learnt from beginning to work with your partner: How can you build on the successes of your collaboration? | Conduct a formative evaluation: Were there any unexpected outcomes? What needs to change to improve your activities? | Reflect on your research plans: What aspects could be changed to ensure maximum benefit to stakeholders? |
| 4. On-going development | Continue to work with your chosen groups, keep listening and think of secondary audiences | Keep adapting your methods and reflecting on their value | Has the feedback from partners, collaborators and participants highlighted any other potential stakeholders or interested groups? | Are the outcomes of your work continuing to meet everyone's aims and objectives? Is their mutual benefit for all parties involved? | What can you share about the progress of your research at this stage? Have new things emerged that you could build into your engagement plans? |
| 5. Final evaluation | Reach: Consider numbers of primary and secondary audiences reached as well as unintended audiences, colleagues and peers | Quality: Did you produce high quality outputs? Did the audience enjoy participating? How could methods be improved for the future? | Impact: Was your collaborative process successful? How will you build on these relationships in the future? | Impact: Did you achieve a good depth of engagement with the science? Did you achieve your intended outcomes? | Impact: Did your engagement work impact on your research? Has it had an impact on your peers, institution or field of work? |
| 6. Wider dissemination | Share the outputs with a wider audience: How could you broaden the reach and lay the foundations for future work? | What methods could you use to disseminate your evaluation findings more widely? How can you share your learning? | What connections and networks can your collaborators/ partners offer to share your research and engagement learning? | Could you continue to provide resources, links to further information and connect your audiences to other organisations? | Work with your institution's public engagement staff to share your evaluation with others inside your institution and beyond. |