The University of Manchester
MANCHESTER 1824

2025 Programme

05 March 2025 | 9.30 - 16.00
Core Technology Facility, Grafton Street, M13 9WU

9.00 - 9.30

Registration
Delegate refreshments and pastries • networking

9.30 - 9.40

Welcome & introductions
Osama Bhutta, Executive Director of Communications, Marketing and Student Recruitment, Directorate of Communications, Marketing and Student Recruitment (DCMSR) • Jamie Brown (Chair), Interim Director of Communications, DCMSR

DALTON ROOM (MAIN LECTURE THEATRE)

9.40 - 10.20

Panel discussion: The benefits of effectively communicating your research's impact
Panel Chair: Professor Nigel Hooper, Associate Vice-President for Research (Interdisciplinary)

Panellists: Suzanne Johnson, Lecturer in Division of Cancer Studies, FBMH • Aline Miller, Professor of Biomolecular Engineering, FSE • Mariana Hernandez-Montilla, Postgraduate Researcher, Faculty of Humanities • Enna Bartlett, Communications and Marketing Manager, Biotechnology Beacon, FSE

DALTON ROOM (MAIN LECTURE THEATRE)

10.20 - 10.50

Using social media and digital platforms to reach and engage new audiences
Ruby Lowe and Lucy Occleston, Social Media and Digital Communications Team, DCMSR

THE STREET (REFRESHMENTS AREA)

10.50 - 11.05

Morning break
Delegate refreshments and muffins • networking

	DALTON ROOM (MAIN LECTURE THEATRE)
11.05 - 11.45	**Working with the media to promote your research** Ben Robinson, News and Media Relations Manager, DCMSR • Paul Keaveny, Investigations Editor, The Conversation UK

11.45 - 12.30	**Parallel Session 1** Move to break out rooms

	DALTON ROOM (MAIN LECTURE THEATRE)
(101)	**AI for Research Communications: A quick start guide** Alistair Beech, Interim Head of Communications, DCMSR • Chris Jordan, Communications and Impact Manager, The Global Development Institute • *Dr Skye Zhao, Lecturer in Generative AI for Education, Faculty of Humanities

	INNOVATION SUITE
(102)	**What does government want? Making an impact with policymakers** Hashim Kohan, Interim Head of Communications and Engagement, Policy@Manchester, DCMSR

	BOARDROOM
(103)	**Taking your research out and about** Dee-Ann Johnson, Public Engagement Manager, Office for Social Responsibility • Kathryn Downey, Public Engagement Officer, Office for Social Responsibility

	RUTHERFORD ROOM
(104)	**Finding the needle in the haystack: Using Research Explorer to find University expertise** Laura Turner, Research Information and Systems Officer, Directorate of Research and Business Engagement

	THE STREET (REFRESHMENTS AREA)
12.30 - 13.20	**Lunch break** Networking

13.20 - 14.00	**Parallel Session 2** (Same as morning; *101, AI for Research Communications, Dr Mark Carrigan, Senior Lecturer in Education, Faculty of Humanities)

| 14.05 – 14.45 | **DALTON ROOM (MAIN LECTURE THEATRE)** |
| | **Lightning Talks (Part 1)** |

| LT1 | **Working with the Business Engagement and Knowledge Exchange team** |
| | Caroline Stanton, Head of SME Partnerships, Business Engagement & Knowledge Exchange Team, Directorate of Research and Business Engagement (RBE) |

| LT2 | **Creating a lay summary** |
| | Joanne Pennock, Open Research Fellow, Senior Lecturer, Division of Immunology, Immunity to Infection and Respiratory Medicine |

| LT3 | **How video tools can be leveraged by researchers** |
| | Kory Stout, Digital Content Editor, Faculty of Science and Engineering |

14.45 – 15.00	**THE STREET (REFRESHMENTS AREA)**
	Afternoon break
	Coffee and tea • networking

| 15.00 – 15.50 | **DALTON ROOM (MAIN LECTURE THEATRE)** |
| | **Lightning Talks (Part 2)** |

| LT4 | **Making your research accessible across digital content** |
| | Leonie Jackson and Anna Pintus, Content Coordinators, DCMSR |

| LT5 | **Research Culture and Environment** |
| | Cathal Rogers, Research Culture and Assessment Manager, Research Strategy Team, RBE |

| LT6 | **Translating research impact into powerful stories** |
| | Rakhi Sinha Jones, Head of Communications & Engagement (Fundraising and Volunteering Campaign), DCMSR |

| LT7 | **Working with the University's research impact team** |
| | Laura Breen, Research Development and Impact Manager, Research Strategy Team, RBE |

| 15.50 – 16.00 | **Conference summary and close** |
| | Jamie Brown, Interim Director of Communications, DCMSR |