Aspect

Aspect Training

Workshops 2025

Empowering Innovation & Commercialisation in SHAPE Disciplines

Aspect Training offers a comprehensive suite of programmes designed to enhance skills and expertise in commercialisation within the SHAPE (Social Sciences, Humanities, and Arts) disciplines.

Our carefully curated training sessions support knowledge exchange professionals, entrepreneurs, and academics in translating research into impact-driven ventures. With expert-led instruction, flexible learning formats, and practical insights, Aspect Training equips participants with the tools to navigate the innovation landscape confidently.

Join us to unlock new career pathways, strengthen professional networks, and contribute to a thriving SHAPE commercialisation ecosystem.

Building Skills for a Future-Ready Workforce

At Aspect, we understand the importance of skill literacy in fostering professional growth. Each of our training programmes awards **micro-credentials**, providing formal recognition of the skills acquired. These micro-credentials serve as essential building blocks in career development, allowing learners to showcase their expertise in a tangible, structured manner.

By adopting a **micro-credential framework**, we aim to:

- Enhance transparency in skill development across SHAPE commercialisation activities.
- Offer professionals a clear **career progression pathway** within knowledge exchange.
- Foster an ecosystem of lifelong learning and interdisciplinary collaboration.

Participants gain competencies in areas such as **communication**, **stakeholder engagement**, **decision-making**, **problem-solving**, and **adaptability**, equipping them to lead innovation in their respective fields.

2025 workshops Skill Development Distribution

1. Creative Tools:
Generating research and commercialisation impact

This six-session online workshop series offers hands-on training in digital tools, empowering you to effectively communicate research, engage wider audiences, and create scalable impact. Whether participants are just starting out or looking to enhance existing skills, these sessions will provide actionable knowledge to boost their academic and professional profile.

Target Audience

Early-Mid Stage Academics/Professional Service Staff looking to develop new skills

Prior knowledge

No existing project required - perfect for those looking to build new skills/ Already using the digital tools and looking to enhance knowledge, learn more about best practices.

Key Benefits

- ✓ Gain practical, hands-on experience with popular digital tools
- ✓ Learn to communicate your research more effectively to diverse audiences
- ✓ Develop skills to create scalable impact from your academic work
- ✓ Network with peers and share best practices
- ✓ No prior technical expertise required - suitable for all skill levels

Format

- Six online sessions, each focusing on a specific digital tool or skill
- Interactive, hands-on learning experiences
- Flexible online format allows for unlimited participation and diverse networking opportunities
- Live Q&A sessions to address your specific questions and challenges

Location

Online (Zoom link will be provided 1 week before the course starts)

Prices

Aspect Network Member: **FREE**
Aspect Hub Member: **FREE**
Public rate: **£480 pp** (£616.74 incl. VAT & Eventbrite fee)

Quota

There is no quota limiting attendance in this course. Attendance is unlimited for Aspect Members.

Dates:

27, 29 May, 2, 5, 10, 12 June 2025

Time:

12:00 – 13:30 UK Time

REGISTRATION DEADLINE: 25 MAY 2025

Register Here

Workshop Schedule

May 27: **Video**
Discover the power of storytelling through video and how to create impactful content that brings your research to life. This session covers practical techniques for crafting engaging narratives, budgeting for quality production, and reaching a wider audience.

May 29: **Marketing tools**
This session explores how academics can build a strong brand and effectively market their work, even with limited resources. From defining your audience to leveraging free tools, we'll discuss practical strategies to enhance visibility, engagement, and impact.

June 2: **AI tools Session 1**
(Learn how generative AI can enhance project work, from exploring project ideas and brainstorming to creating presentations and refining prompts. This session covers practical tools like SciSpace, AI chat, Gamma, and prompt engineering for more effective project development and collaboration.

June 5: **AI tools Session 2**
This session explores how AI can help academics and researchers build an engaged audience, from refining messaging to leveraging digital tools for visibility. Learn practical ways to save time, enhance communication, and make your work more discoverable

June 10: **Data storytelling** Unlock the power of data storytelling to make your research more engaging and actionable. This session explores practical techniques for transforming complex information into clear, compelling narratives that drive impact and engagement.

June 12: **Websites**
This session explores best practices in website development, whether you're building it yourself or working with an agency. We'll cover key principles of design, content strategy, and user experience to help you create a clear, accessible, and effective online presence.

Skills Development

Communication: 25%
The workshops focus on conveying research and ideas effectively to different audiences, using various digital tools such as video content, podcasts, and graphics. Communicating complex research in an accessible way is a primary outcome of this programme, making communication the most prominent skill developed.

Working with Others: 10%
While networking with peers and engaging with external partners is a key element of the programme, most of the activities are individual-focused. However, the interactive elements and collaborative nature of engagement with stakeholders still develop skills in teamwork.

Decision Making: 10%
Participants will need to make decisions about which tools and techniques best suit their communication and engagement goals. This skill will be developed throughout the programme as they choose between design options for apps, graphics, or digital content.

Designing Research and Collecting Evidence: 5%
Although the workshops are more focused on communicating research, some skills development in research design and collection of evidence are involved, particularly when applying AI tools and creating scalable impact from academic work.

Analysing: 15%
Using AI tools, data analysis, and assessing the impact of digital content involves a strong element of critical thinking and analysis. Participants will develop skills in how to analyse how well their digital content communicates ideas and research effectively.

Independence: 10%
Many of the activities require self-learning and independent work, particularly when applying knowledge from workshops to individual projects, such as building websites or using AI tools to enhance research.

Adaptability and Creativity: 15%
The emphasis on creativity is strong in this series, particularly when creating engaging graphics, video content, and podcasts. Adaptability skills will also be developed as participants learn to use new tools and technologies to enhance their work.

Problem Solving: 10%
Problem-solving is a key aspect to this programme, especially when tackling technical challenges such as designing websites, creating apps, and using AI tools for research and content creation.

Skill Development Distribution
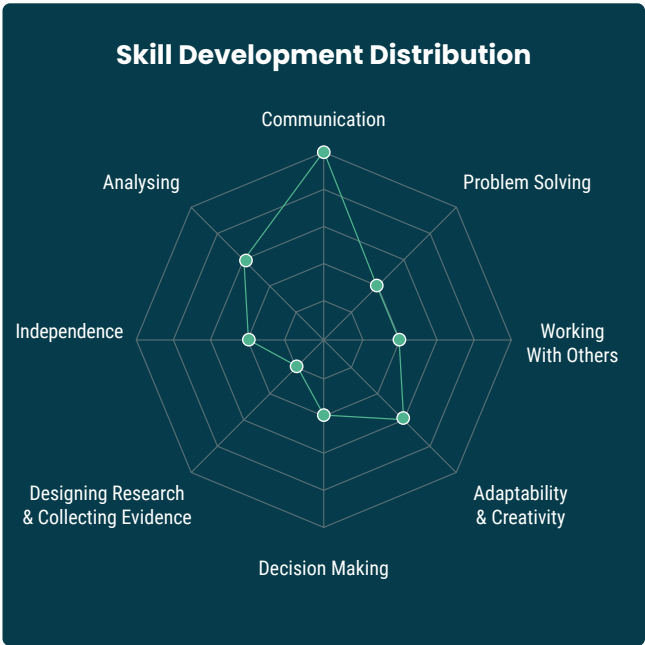
2. Engaging with External Partners

Gain practical insights into pathways like consultancy, Knowledge Exchange, and contract research, and how these pathways for engaging with partners (including businesses, NGOs, and charities) can help to scale research and its impact. To support those new to these topics, we provide a pre-course offline training module, ensuring participants are well-prepared. In the live course, participants will learn tools for effective engagement with stakeholders for successful outcomes. This ten-hour interactive online course (four hours of live training and an expectation of two to six hours of self-learning) offers essential strategies for navigating communication routes within academic and professional contexts, validated by an Aspect micro-credential highlighting the skills developed.

Target Audience

Academics/Professional Service Staff looking to develop new types of partnerships

Prior knowledge

Either some experience in knowledge exchange, or completion of the pre-course module

Key Benefits

By the end of this course, participants will be able to:

- ✓ Describe why you want to engage with external partners
- ✓ Articulate the different drivers and motivations for universities and potential partners
- ✓ Complete a stakeholder analysis
- ✓ Articulate your prospective partner's wants & needs
- ✓ Convey the benefits of your research concisely to a lay audience
- ✓ Plan your next steps to find and engage a suitable partner

Format

- Two online sessions of two hours each, each focusing on a specific insights and case study examples
- Live Q&A sessions to address your specific questions and challenges

Location

Online (Zoom link will be provided 1 week before the course starts)

Prices

Aspect Hub Member: **FREE**
Aspect Network Member: **£160 pp**
(£206.05 incl. VAT and Eventbrite fee)
Public rate: **£480 pp**
(£616.74 incl. VAT and Eventbrite fee)

Quota

Two allocated seats per Aspect Hub Member
Six allocated seats for all Aspect Network Members

All remaining and unused quotas will be distributed to Aspect Hub members registered on the waiting list.

Dates:

16 May 2025 & 23 May 2025

Time:

14:00 – 16:00 UK Time

REGISTRATION DEADLINE Hub Members: 2 May 2025
REGISTRATION DEADLINE Network Members: 14 May 2025

*There are limited available space so hurry and register now! If the registration is full then register your interest on the **waiting list** and if any spaces become available you will be notified.*

Register here

Register here for the waiting list

Hear from the course instructor how you can benefit from the practical course: **link to video**

Skills Development

Communication: 20%
A significant portion of the course is focused on developing communication strategies for engaging with stakeholders, navigating communication routes, and effective dialogue within academic and professional contexts.

Working with Others: 15%
Building skills in engagement with stakeholders, collaboration with partners, and working within teams is core component of this programme, particularly in the context of consultancy, collaborative R&D, and research partnerships.

Decision Making: 15%
Participants will need to make informed decisions regarding the best pathways for research impact, they will develop skills in selecting appropriate engagement strategies and making strategic choices in real-world scenarios.

Designing Research and Collecting Evidence: 10%
Skills in designing research and collecting evidence will be developed in relation to the practical application of research collaborations.

Analysing: 20%
Throughout this training skills we be developed in analysing stakeholder needs, partnership opportunities, and research different pathways to attract different partners.
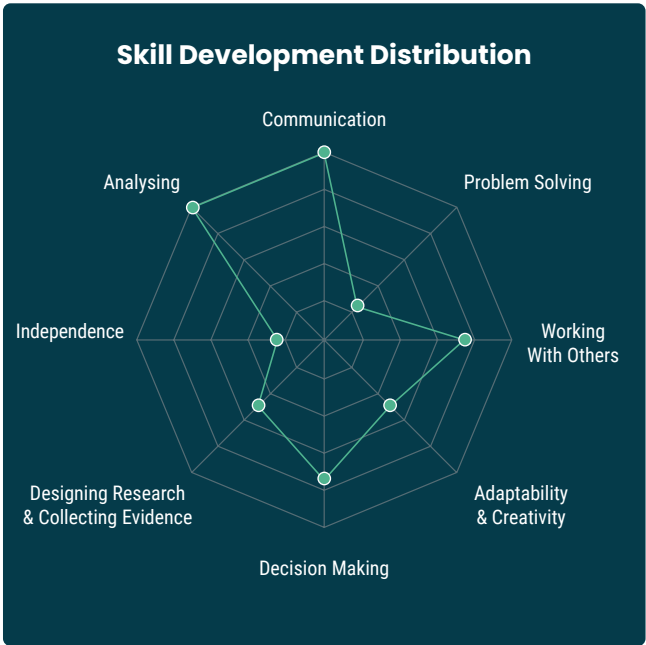
Independence: 5%
Independence skills will be developed through engagement with additional materials on the Aspect members platform and pre-course materials, and ultimately applying the full learning independently in professional settings.

Adaptability and Creativity: 10%
Participants will develop these skills by learning how to adapt communication strategies to different stakeholders and creatively navigate complex academic and professional environments.

Problem Solving: 5%
Participants will learn to overcome challenges in communication and stakeholder engagement by applying problem-solving techniques across the workshop series.

I'M ASPECT TRAINED IN
EXTERNAL PARTNER ENGAGEMENT
Aspect

Skill Development Distribution

Communication
Problem Solving
Analysing
Working With Others
Independence
Adaptability & Creativity
Designing Research & Collecting Evidence
Decision Making

3. LinkedIn for
SHAPE Academics

Master LinkedIn's power for academic and professional growth. Learn to set up your profile, promote research, identify collaborators, and expand professional networks effectively. Real-life examples and best practices ensure a comprehensive understanding. Join this five-hour online course to optimise your LinkedIn presence and receive an Aspect micro-credential, validating enhanced proficiency.

Target Audience

Academics/Professional Service Staff training academics in digital networking

Prior knowledge

No LinkedIn experience required – perfect for those looking to start expanding academic/professional networks on LinkedIn.

Key Benefits

By the end of this course, participants will be able to:

✅ Build a professional LinkedIn profile that maximises impact with minimal time commitment

✅ Create research impact through potential collaborator matching on LinkedIn

✅ Learn to network on LinkedIn as effectively as in-person networking

Format

• Two online sessions of two hours each, each focusing on a specific insights and tips

• 30 minute live Q&A sessions to address your specific questions and challenges

Location

Online (Zoom link will be provided 1 week before the course starts)

Prices

Aspect Network Member: **FREE**
Aspect Hub Member: **FREE**
Public rate: **£480 pp** (£616.74 incl. VAT & Eventbrite fee)

Quota

There is no quota limiting attendance in this course. Attendance is unlimited for Aspect Members.

Dates:

28 May & 4 June 2025

Time:

14:00 – 16:30 UK Time

REGISTRATION DEADLINE: 26 MAY 2025

Register Here

Hear from the course instructor how you can benefit from the practical course: **link to video**

Skills Development

Communication: 30%
A significant portion of the course focuses on how to effectively communicate through LinkedIn, including profile creation, engagement, and content sharing.

Working with Others: 20%
Identifying collaborators and networking on LinkedIn involves the development of interpersonal skills and collaboration strategies.

Decision Making: 10%
Decision-making skills will be developed as participants learn to choose the best strategies for promoting their research and expanding their networks.
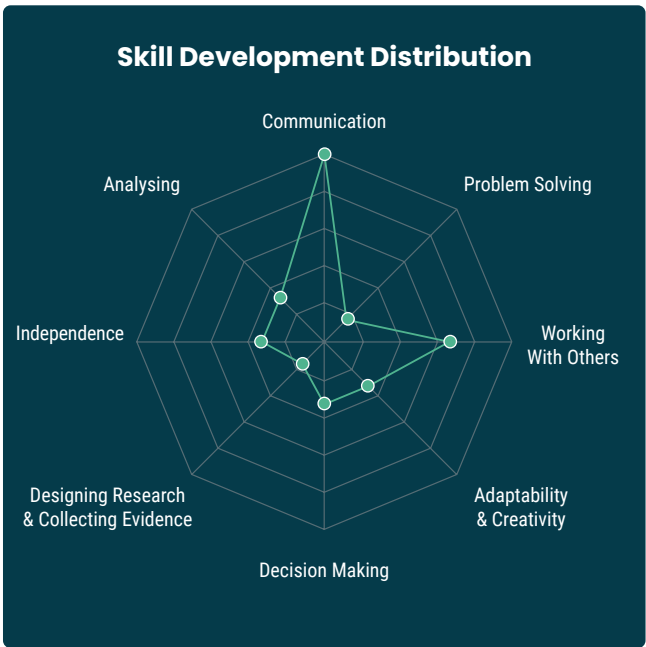
Designing Research and Collecting Evidence: 5%
Whilst these skills are not explicitly addressed in the training they are still relevant when participants consider how to present their research and achievements effectively on LinkedIn whilst undertaking the training.

Analysing: 10%
Participants will develop skills in analysing potential collaborators and opportunities within their LinkedIn network, as well as assessing the effectiveness of their engagement strategies.

Independence: 10%
This course supports independence as participants will learn how to apply the skills learned to manage their LinkedIn presence on their own.

Adaptability and Creativity: 10%
Creativity and adaptability are key when crafting a unique LinkedIn profile and content that stands out while also adapting strategies to changing professional environments.

Problem Solving: 5%
Problem-solving skills will be developed in overcoming challenges related to networking, engagement, and profile optimisation.

I'M ASPECT TRAINED IN LINKEDIN NETWORKS — Aspect

Skill Development Distribution
(radar chart with axes: Communication, Problem Solving, Working With Others, Adaptability & Creativity, Decision Making, Designing Research & Collecting Evidence, Independence, Analysing)

Top Tips For Increasing participation

In 2024 Aspect Member the University of Bristol topped the charts with a whopping **232** attendees in Aspect Training. We caught up with Research Commercialisation Manager Robin Halpenny and Translational Hub Manager Lorraine Fairbanks on how they managed to stimulate such brilliant engagement.

University of BRISTOL

HERE ARE LORRAINE AND ROBIN'S TOP 5 TIPS FOR INCREASING ASPECT TRAINING PARTICIPATION:

Coordinate centrally – one person tracks delivery and coverage across all channels.

Embed training links and dates into regular faculty and school newsletters.

Use trusted contacts in faculties and schools to directly highlight training to staff.

Target PhD and ECR groups through programme coordinators and dedicated mailing lists.

Feature training opportunities on intranet pages, event calendars, and SharePoint.

FORTNIGHTLY COMMUNICATIONS PROCESS

Pre-work
Lead / academic provides a one-page summary of training / social venture

Meeting
Key stakeholders review materials and develop communications plan

Rollout
Deploy communications across faculty newsletters, PR, and intranet

Infrastructure
Set up web pages, case studies, and hub visibility

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