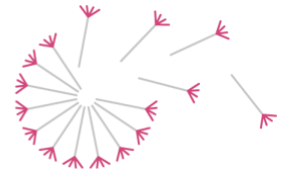


Fast Track Impact

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Fast Track Your PhD Impact

Joining link:

Break: 11.00-11.30

Start: 09.30

Session 1: Fast track the impact of your research

- Digital ice-breaker, motivations poll and discussion about the impact agenda
- Presentation followed by quiz and chat: What is impact?
- Individual task: prioritising which stakeholders and publics to engage with first
- Worked example: planning for impact efficiently and effectively
- Chat and open mic discussion

Session 2: The digital PhD researcher

Make your digital footprint work for you, to build visibility and credibility for your research online. Understand the power and the pitfalls of using social media professionally, and find out how to become influential and drive research impacts in this space

Close: 13.00

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Trainer

Mark Reed is Professor of Rural Entrepreneurship and Director of the Thriving Natural Capital Challenge Centre at Scotland's Rural College (SRUC), and a Visiting Professor at Newcastle University, Birmingham City University and the University of Leeds. He has over 200 publications that have been cited more than 20,000 times, and has won awards for the non-academic impact of his research. He is author of *The Research Impact Handbook*, *The Productive Researcher* and *Impact Culture* and CEO of Fast Track Impact. He provides training and advice to Universities, research funders, NGOs and policy-makers internationally.



Fast Track Impact

Fast Track Impact is an international training company working in the Higher Education and research and innovation sectors. Our mission is to change the way busy researchers generate and share knowledge, so that their ideas can change the world, and they can get their thinking time back.

We run training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. We have trained >10,000 researchers from >200 institutions in 55 countries.

Fast Track Impact was co-founded by Prof Mark Reed (SRUC) and Dr Ana Attlee (Project Maya Community Interest Company) in 2013, funded by the UK Government's Research Councils, and launched as an independent spin-out company in 2015, led by Prof Reed (CEO) and Dr Joyce Reed (Managing Director).

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