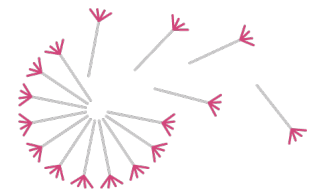


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Preparing for impact in REF2029

Break: 11.00-11.30

Start: 09.30

Session 1: Thinking critically about impact

- Problems with impact in REF: how can we avoid a REF-shaped impact culture?
- What is impact? How to avoid the most important predictor of a low scoring case study
- Tools to fix problems with reach and significance in impact case studies

Session 2: Monitoring and evaluating impact

- Evaluating impact: Principles and approaches, evidence-based testimonials and arts-based methods
- Monitoring impact: Keeping things simple

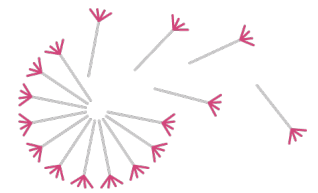
Session 3: Evidencing impact

- Impact in REF2029: What do we know?
- Evidencing impact: What makes a 4* case study? Evidence from a quantitative linguistic analysis of high versus low-scoring case studies from REF2014
- Anatomy of a claim: Worked example from a 4* REF2021 case study
- Questions: Bring your case study and specific questions, or just discuss and debate with colleagues
- Conclusion: What makes a healthy impact culture?

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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