



## Fast Track Your PhD Impact

Tea/coffee: 09.00, 11.00 and 15.30

Start: 09.30

### Session 1: What is impact?

- Paired discussion: why generate impact from your PhD?
- Presentation: what is impact?

### Session 2: Fast track the impact of your PhD

- What works? 5 principles to fast track the impact of your PhD
- Tools to generate impact efficiently (including paired exercise):
  - Prioritising which stakeholders and publics to engage with first
  - Planning for impact efficiently and effectively
- Free Fast Track Impact resources

### Session 3: Parallel

Choose from:

- Presenting with impact: how to influence your audience
- How to write a winning pathway to impact in a fellowship or other funding application

Lunch

### Session 4: The digital academic

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

### Session 5: Designing and facilitating meetings/workshops with partners and stakeholders

Designing and facilitating partnership meetings and workshops with stakeholders that are easy to facilitate, efficient and enjoyable.

### Session 6: Working with policy-makers – a relational approach

Learn how to get your research into policy, wherever you work in the world, by building trust, working with intermediaries and designing effective policy briefs

Close: 16.30



Fast Track Impact  
Training by researchers for researchers

## Trainer

Prof Mark Reed is a recognized international expert in impact research with >150 publications that have been cited >13,000 times. He holds a Research England and N8 funded chair at Newcastle University, is research lead for an international charity and has won prizes for the impact of his research. He collaborates and publishes across the disciplinary spectrum, from the arts and humanities to natural sciences, and he reviews research for funders around the world. He has been commissioned to write reports and talk to international policy conferences by the United Nations. Mark provides training and advice to Universities, research funders, NGOs and policy-makers internationally, and regularly works with business. Find out more about his work at: [www.profmarkreed.com](http://www.profmarkreed.com) or follow him on Twitter [@profmarkreed](https://twitter.com/profmarkreed)



## 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 >4000 researchers from >200 institutions in 55 countries and offer face-to-face trainings across the world from the UK to Australia.

Fast Track Impact was co-founded by Prof Mark Reed (Newcastle University) 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.

[www.fasttrackimpact.com](http://www.fasttrackimpact.com)