



Using evidence to influence policy

Tea/coffee: 09.00, 11.30 and 15.00

Start: 09.30

Session 1: Introduction

- Plenary discussion: informing versus influencing
- Presentation: key principles for getting research into policy
- Individual exercise: how to identify personal red lines

Session 2: Thinking tools and practical tools to generate impact from policy engagement

Thinking tools:

- Presentation:
 - Defining policy impact
 - Policy impacts that matter: significance, reach and attribution
- Paired discussion exercise: precursors to policy change and their ultimate impacts

Practical tools:

- Paired discussion exercise: prioritising which policy actors to engage with first
- Presentation and discussion: planning for policy impacts efficiently and effectively

Session 3: Writing a policy brief that has real impact

- Presentation: what is a policy brief and when can they be useful?
- Discussion exercise: pick and critique a policy brief
- Presentation and discussion:
 - Co-producing policy briefs with contacts from your stakeholder analysis
 - Identifying questions, evidence gaps and policy needs
 - Stress-testing drafts to predict/respond to critiques robustly
 - Turning your research into an infographic
- Case study: from the BBC's red sofa to a closed-door Whitehall debate with the policy brief that was used to demand my resignation
- Personal exercise: where do you draw your red line?

Session 4: Using your policy brief in meetings and seminars

- Using your stakeholder analysis to target hosts and key people and teams to invite
- Seminars: single issue/presenter versus curating a programme, joining a seminar series versus stand-alone events



- One-to-one meetings: using your stakeholder analysis to tailor a pitch for a meeting versus working with intermediaries
- Case study of attempts to influence UN policy and UK rural policy that went wrong. What can we learn?
- Small group exercise:
 - What is the difference between influence and manipulation?
 - How might researchers inadvertently cross their own red lines?
- Personal exercise: where do you draw your red line?

13.00 Lunch

Session 5: Pitching policy options in meetings and seminars

Learn what you need to do in the first 30 seconds of any talk to grab your audience's attention and trust. Connect more deeply with your audience to drive deeper engagement with your message. Convey passion and authority by ensuring the strength of your evidence-based message is matched by your posture and intonation. Simplify your message to make it memorable and powerful. And practice to look effortless.

Session 6: The bottom-up and top-down pincer movement

- Time-consuming, low risk options for building trust and influence from the bottom-up
- Fast but high-risk options for influencing via intermediaries from the top-down
- Combining bottom-up and top-down approaches to achieve impact
- Discussion and personal exercise: where do you draw your red line?

Session 7: Evidencing policy impacts

Learn how to track, evaluate and evidence policy impacts, discovering time-efficient ways to keep track of impacts as they arise, and design an impact evaluation that convincingly attributes impacts to your research

Session 8: Concluding case study

Case study featuring research on policy pathways to impact and a story of a ten-year pathway from PhD research to international policy impacts.

Next steps

Paired discussion:

- What will I do to take a step towards a more relational approach that could generate more impact from my evidence?
- How can I mitigate risks? Where do I draw the line?

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 >15,000 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 or follow him on Twitter [@profmarkreed](https://twitter.com/profmarkreed)



Fast Track Impact

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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.

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