



# ‘Engaging the Public’

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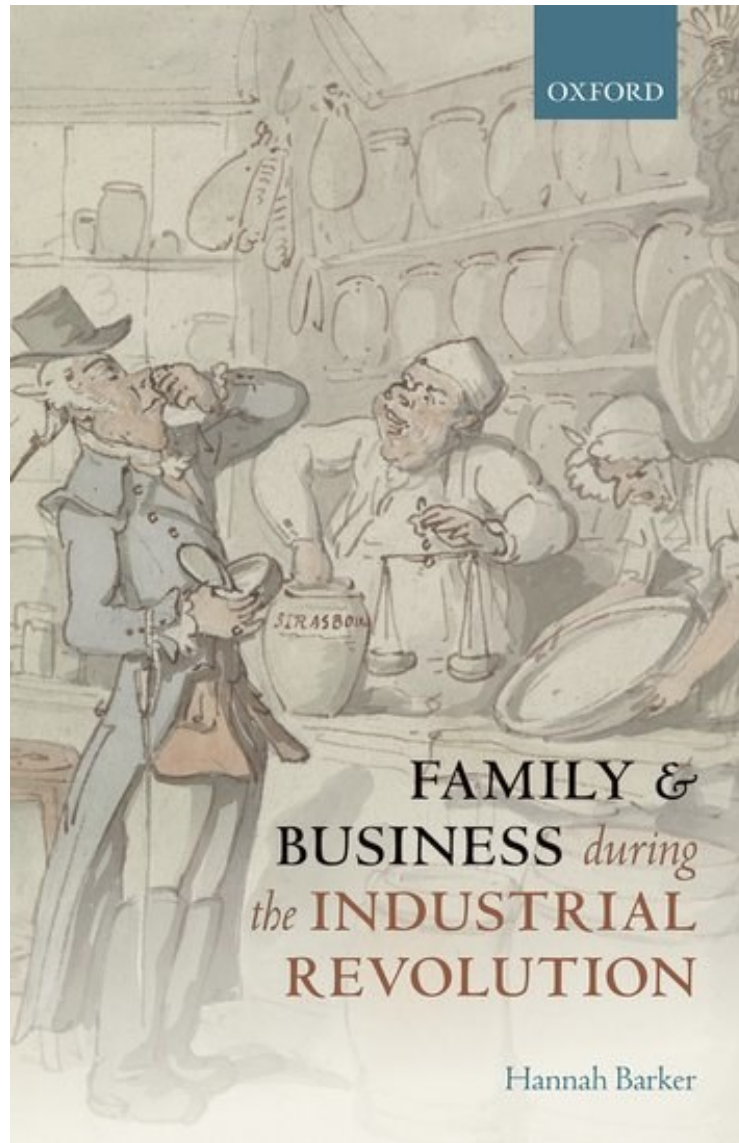
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# Why?

- Research Impact
- Social engagement
- To make your research more widely known or used
- Because it's fun

# Research Impact



# Social engagement



To make your research more widely known or used



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# Fun



# How?

- Schools and non-University education
- Cultural institutions, charities, communities and businesses
- Media (old and new)
- Policy (via government and NGOs)



# When?

- How important for PhD students and ECRs?

# But whenever you do ...

- Keep a record of what you do
- Remember evaluation