

Public Engagement Conversation stages

**A practical tool for researchers
and support staff discussing public
engagement plans.**

Are you working on your knowledge utilisation paragraph? Do you want to share your research results with a wider audience but don't know how to go about it? Maybe you're a support staff member and receive questions from researchers as to how they can engage a broader audience in their research?

These stages will help you structure the conversation so that you end up with more concrete ideas for a public activity that fits the subject, the audience and the researcher.





— 1 —

Which audience are you trying to reach?

To whom is your research relevant?

Why is it relevant to them?

Which questions might this target audience like to ask you?

Which broader social issues could you tie in with your research?





— 2 —

Which goals would you like to achieve by engaging with this audience?

Which goals would you like to achieve by engaging with this audience? Why?

Can your target audience help you in any way? (Gathering or analysing data, offering new perspectives, etc.)

Do you want to share research results, or explain how research works?





— 3 —

What would be the most suitable format?

How can you reach your target audience? Where can you find your target audience?

How can you make your research accessible and appealing to your target audience?

How will participation benefit your target audience?

How can you evaluate whether you have met your objectives afterwards?





— 4 —

Which resources do you have?

How much time and money do you have?

Who can help you, which forms of expertise are you still missing?

What are you good at?

What else will you need to realise your ideas?

