



Worksheet One: Getting Started

Task One: Elevator Pitch

An elevator pitch is a brief summary of you and your research that doesn't use technical language. This worksheet will help you prepare a few sentences to describe your research in jargon-free language for a non-specialist audience. Having this ready to go is a good foundation for starting your public engagement journey.

Introduction: Who are you?

*Your name, your role, where you work.**

Description: What do you do?

Briefly describe the nature of your work.

Motivations: Why do you do what you do?

Why is your work important? What is engaging about it?

Context: Why should they care about it?

Consider where and how your research fits in with wider society and why people might be interested in it.

Stakeholders: Who will your research impact the most?

Consider not just who might be interested but who can use your research outputs, give examples.

**Remember: Not all groups have an understanding of academia so you might need to alter how you describe yourself to different groups.*





Task Two: A Reflection on your Public Engagement Journey

This section will allow you to reflect on your public engagement journey so far. Use this as a personal record to take stock of your own experience and guide how you want to develop your skills further.

Have you Attended Any Public Engagement Training or Workshops?

List them here as a personal record.

Have you run or assisted with any Public Engagement projects or Events?

List them here as a personal record.

Have you attended any Public Engagement Events that you particularly enjoyed or that have resonated with you?

Describe them here.

Why are you interested in public engagement?

Are you currently preparing to plan and develop your own Public Engagement Activities? Are you thinking about using public engagement for your research?

Ready to plan your own activity?

Check out “Worksheet 2: Designing a Public Engagement Plan”



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