



## Worksheet Two: Designing a Public Engagement Plan

Once you have completed our first worksheet and have your elevator pitch sorted and have reflected on where you are in your public engagement journey it's time to start planning!

There is no one size fits all type of public engagement or planning but hopefully this guide will provide a good template to help you get started. This can be used to create a standalone activity or to help planning a new project.

### **Why? Motivations:**

*Think about your aims and objectives. Do you want to inform and inspire, consult, or collaborate? It may help to use SMART objectives: Specific, Measurable, Achievable, Relevant and Time-bound.*

### **Who? Audience:**

*Identify your public(s). If this is a new project think about who might be most impacted by your work or who you would like to engage.*

### **What? Title:**

*Choose your title, subtitle, and short description for your activity or project.*

### **How? Activities:**

*Decide on the tasks and activities, think about how they can be broken down, and how you will keep your audience engaged.*





**Logistics:**

*Think about your budget, venue, and what support is available. If you're not planning for an existing project think about how you might be able to apply for funding. Make sure to evaluate how much of your time you can commit to this project and if you need to get other people on board.*

**Marketing:**

*Think about how you are going to reach your public(s). What tools can you use?*

**Evaluation:**

*How might you measure the success and impacts of your activity? Worksheet 3 will guide you through this in more detail but you can use this space to jot down a few ideas.*

**Need some more help? Or want to dig deeper into developing your own plan and project management?**

*Here are three questions from our public engagement experts to think about:*

- *What is engaging about my research?*
- *What is the broader context of your research area?*
- *What is important, relevant and interesting about your research area from your public's perspective?*

*It may also help to think of the models presented in our **Introduction to Public Engagement** or **Message Box - the COMPASS Science Communication Model**:*

- *Issue – what's the big picture?*
- *Problem – what specific dimension of the issue are you addressing?*
- *Solutions – what can be done to address the problem?*
- *Benefits – who does this help and how?*
- *So what? – how does this impact something your audience cares about?*

*The **NCCPE** have additional guidance on **planning and project management** here: [www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)*

**Check out some of our Case Studies if you need a little more inspiration!**



**SHARING  
RESEARCH**

**Ready to plan how to evaluate the impacts of your activity?  
Check out "Worksheet 3: Evaluating Impacts"**