

Capability building workshops

A two-day workshop organised by Technopolis Group, the British Embassy in Montevideo and ANII

Tuesday 8th – Wednesday 9^h March 2016

Agenda

Day One: Institutional perspective (09:00 – 16:00)

We would devote a day to explaining what a communications strategy would typically look like in other national technology agencies or research funders in Europe

- Elements of a communication strategy (Role of communications and key objectives, leadership and direction setting, communications strategy definition process, communications team, communications infrastructure, monitoring and evaluation)
- Examples of other research funders' communications strategies
- How to write a communications strategy

Day two: Staff development (09:00 – 16:00)

We would devote the second day to deal with issues of public engagement and how to support projects to achieve impact through engagement.

- Introduction to public engagement methodologies
- Public engagement support measures (e.g. media fellowships, MP / Scientist pairing schemes)
- Supporting projects to achieve impact through engagement.