



Socio-economic and Humanities Research for Policy



Communication Masterclass

Venue: **United Kingdom Research Office (UKRO)**
4 Rue du Trône, 1000 Brussels



Funded under Socio-economic Sciences & Humanities

First day: 24 October 2011

14.00	Registration and coffee
14.20	Welcome, introductions and course overview <i>Karen Bultitude</i> <ul style="list-style-type: none"> • Introduction to tutor team and course delegates • Overview of the course and dissemination opportunities offered by SCOOP
14.50	The importance of connecting with policy makers <i>Louisa Anastopoulou</i> This session will outline EU expectations from research in SSH*, why this is important, how it might benefit the EU and the priorities regarding policy being evidence based. There will also be an opportunity for questions and discussion.
15.20	Connecting with policy makers <i>Terry Martin</i> How does research influence the policy making process? Where should projects look to find policy makers who can use their results? What kinds of research findings are most useful from a policy making perspective? These questions and more are explored in a session acquainting delegates with key aspects of the research-policy making interface.
16.00	Coffee Break
16.20	Examples of projects <i>Karen Bultitude</i> Previous examples of attempts by SSH* projects to reach policy makers will be reviewed through a practical exercise. Delegates will also have the opportunity to compare examples of outputs from their own projects and discuss key strengths and weaknesses in this context.
17.30	Introduction to Policy Briefs <i>Terry Martin</i> A brief overview of the structure and purpose of SSH policy briefs in preparation for the practical session (Writing Policy Briefing Documents) on day two. Delegates have the opportunity to raise questions and discuss concerns relating to the specific task of drafting policy briefs.
18.00	End of the first day

A course dinner will be held at a nearby restaurant starting at 19.00. There will be no fee for Masterclass participants to attend this dinner.

Second day: 25 October 2011

09.00	Coffee
09.15	Identification of Key Issues This session provides an opportunity for delegates to raise specific issues relating to their project's communications strategy. Delegates will be actively involved in prioritising the key issues to be discussed in more detail with DG Research representatives later in the day.
09.30	Writing Policy Briefing Documents <i>Terry Martin</i> A practical session related to writing policy briefs, including identifying key messages and formulating recommendations. Drawing on detailed writing techniques from the EC's guide "Communicating research for evidence-based policymaking", the session gives delegates an opportunity to compare sample briefs and try their hand at drafting elements of a brief for their own project.
11.00	Coffee break
11.20	The Power of Project Websites <i>Karen Bultitude</i> Web-based information is often the first source of data or advice for many people, but how do you ensure that your information is easily accessible, up to date and found by the right people? This session will build on the EC's recently published guidelines for new design implementation for the Socio-economic Sciences and Humanities project websites. Delegates will have an opportunity to review and learn from existing websites, and receive peer feedback on their own project website. <i>If possible please bring a laptop with wireless capability to this session.</i>
12.20	Sandwich lunch to be provided
13.00	Writing Press Releases <i>Karen Bultitude</i> Due to their broad appeal and potential impact, wider media (radio, television, newspapers) are potentially relevant avenues for reaching policy makers. This session will introduce key aspects of preparing successful press releases and other features relating to dealing with the media. The focus will be on practical skills development.
14.10	Q&A with DG Research <i>Louisa Anastopoulou (facilitated by Karen Bultitude)</i> Delegates will have the opportunity to raise questions and discuss concerns with Louisa Anastopoulou, Policy Officer at DG Research.
14.40	Wrapping up <i>Karen Bultitude</i> Final tasks and feedback
15.00 (optional)	Individual consultations An opportunity is offered for short individual mentoring sessions from the tutor team, including opportunities for feedback on specific project materials. <i>Please sign up in advance if you wish to take advantage of this opportunity.</i>
16.00	End

* SSH = Socio-economic Sciences and Humanities