

# Agenda

14 MARCH 2017  
IMPACT AND EVALUATION MASTERCLASS



9.45am	<b>Registration</b>
10.00 am	<b>Welcome &amp; overview</b> <i>Dr Liz Philpots, head of research, AMRC</i>
<b>Session 1: Measuring impact</b>	
10.10am	The wider audience of impact – <i>Ian Viney, Medical Research Council</i>
10.40am	Different audiences and kind of information – the what and why of impact? - <i>Andrew Knowles, Cancer Research UK</i>
11.10am	<b>Refreshment break</b>
<b>Session 2: Measuring impact – demonstration of tools</b>	
11.30am	Demonstrations of digital impact tools/companies Likely exhibitors include: <ul style="list-style-type: none"><li>- Altmetric</li><li>- Researchfish</li><li>- F1000</li><li>- Clarivate Analytics (previously known as Thomson Reuters)</li><li>- UberResearch</li><li>- VV-Impact Tracker</li></ul>
12.30pm	<b>Lunch with exhibition stands for digital tools/companies</b>
<b>Session 3: Encouraging impact</b>	
1.15pm	How universities encourage researchers to think about impact – <i>Julie Bayley, University of Coventry</i>
1.45pm	Working with researchers and funders to encourage impact - <i>Adam Kamenetzky and Saba Hinricks, Kings Policy Institute</i>
2.15pm	<b>Refreshment break</b>
<b>Session 4: Reporting on impact</b>	
2.30pm	How we assess and promote impact - <i>Natalie Carter, Arthritis Research UK</i>
3.00pm	Retrospective analysis of impact and reporting – <i>Luis Tojo, MS Society</i>
3.30pm	<b>Reflection/discussion session</b>
3.50pm	<b>Next steps</b>
4.00pm	<b>Programme concludes</b>