

Bulletin

Getting Policymakers to Listen:

How to make your
research count





Policy-makers are often unaware of the outcomes of publicly funded research. At the same time, briefing material “thrown over the wall into Whitehall” frequently goes unacknowledged or even unread.

In a climate when the ability to generate and demonstrate impact has become a key skill for researchers, understanding what it takes to influence policy-makers is crucial for those whose research is in potentially relevant areas.

This range of workshops addresses this need. The modular format enables universities to pick what is most relevant for their staff, or provide just-in-time solutions for specific requirements.

Bulletin offers a series of training workshops, tailored to help you implement your research impact strategy, and delivered by a highly experienced, CIPD-qualified trainer.

Workshops tailored to suit your needs

Understanding policy:

- How public policy is formulated
- Why should policy-makers care about your research?
- Identifying your key message
- Ways of engaging with policy-makers and civil servants: why “sending out stuff” is not enough
- What do they respond to? Successful communication with policy-makers
- Making sure your contribution is acknowledged

3 hours

Effective briefs for policy-makers:

For those who want to increase the impact of their research by briefing ministers, civil servants and the wider policy community, in writing or face to face.

- What do policy-makers look for in a written brief?
- Identifying and formulating the policy implications of your research
- Writing in language and formats readily accepted by policy-makers
- Opportunity to begin or re-work your own policy brief and receive detailed feedback
- What to do with your policy brief once it is ready

3 hours or as required

Policy brief surgery:

For academics who have attended “Effective briefs for policymakers” and are in the process of drafting policy briefs and keen to adapt their writing for maximum impact. Surgeries are closely tailored to the needs of participating academics, but will cover:

- Delivering your core message to the strongest possible effect
- Eliminating technical jargon from your writing without compromising your academic integrity
- Strategies for making sure policy makers take note of your brief

1 hour or as required

Engaging with Select Committees:

An informal briefing by former MP Dr Nick Palmer for those who want to influence Select Committees, particularly anyone preparing to give evidence to one. The session can include Q&A role plays if required.

60-90 minutes



Kristine Pommert, Trainer

Kristine Pommert joined Bulletin Academic in 2012 after a 20-year career as a BBC journalist, programme maker and trainer. From the start, she has been immersed in the impact agenda, including helping universities with their impact case studies for the REF 2014 and 2021 and designing and delivering impact skills workshops for a wide range of clients and groups, from early career to research directors and impact champions. Kristine holds a Certificate in Training Practice (CIPD).



Nick Palmer, Trainer

Nick Palmer was the Labour MP for Broxtowe in Nottinghamshire from 1997 to 2010, during which time he acted as Parliamentary Private Secretary to the Energy, Science and Rural Affairs Ministers. He has a PhD in mathematics and has spent 16 years in IT management. He is currently Director of Policy for an NGO, and has both given and received evidence on Select Committees, with periods on the Treasury, Justice, European Affairs, and Northern Ireland committees.

Nick will be involved particularly in the Select Committees module.

Call us today to discuss your needs:

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Who are the workshops for?

Academics who are engaged in research that has potential policy implications, and who are keen to communicate their findings to policymakers to best effect.

Where do the workshops take place?

All our training is offered either face-to-face or on Zoom/Teams. Face-to-face workshops will be delivered at your own university.

How are the workshops organised?

We recommend that all delegates who are new to policy engagement take the core module, *Understanding policy*. Researchers and their departments can then build their own workshop solutions by adding the options most relevant to them.

Each module can be fully tailored to your specific needs.

How will delegates and their universities benefit?

By the end of each workshop that includes the *Understanding policy* module, delegates will:

- Show a clear understanding of how policy is made
- Demonstrate awareness of what policymakers and civil servants need from the research community
- Have begun to develop their own strategies for engaging with policymakers
- Demonstrate the ability to communicate their key message successfully
- Show that they know how to make sure their contribution is acknowledged

By the end of each extra module, delegates will:

- Demonstrate enhanced skills in terms of communicating relevant research to policymakers in different settings, face to face or in writing

How long are the workshops?

This depends on what exactly you would like to achieve, and how many modules you book. Different modules can be combined into one workshop or training event if desired, or individual modules can be taken on a just-in-time basis.

Why train with Bulletin's specialist academic team?

We have worked for 30 universities and research institutes in the UK and Europe. Our extensive experience in developing and executing impact strategies for universities and building relationships with policymakers and other stakeholders means we understand the impact agenda and are particularly well placed to deliver effective training in this area.

Maximum number of delegates

Most of these modules can be delivered interactive lecture style for groups of up to 25. For *Effective briefs for policymakers*, which has a strong practical slant, we recommend a maximum number of 10.

Your feedback counts

Our training is subject to a rigorous process of continuous evaluation to ensure we deliver the best possible service.

Other ways we can help you enhance your research impact

Everything we do at Bulletin is designed to enable excellent research to deliver the greatest possible economic, social or cultural benefits – and to make sure the institutions we work with are ahead of the competition. In addition to training, we offer tailored academic consultancy and communications packages, including:

- Maximising the audience for research impact stories developed for the REF 2021
- Creating videos, sways and other formats to make your impact accessible to non-specialists
- Strategic analysis of your research to identify the projects or strands with the highest impact potential
- Tailored solutions for influencing policy
- Communications and PR support.

Full details are available from:

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