

Communicating Research for Impact

Research Engagement & Impact Office

Presentation Overview

- Tailoring Communication to Audiences
- Best practices for writing impactful research summaries for non-specialist audiences
- Using visual aids and infographics to enhance communication
- Public speaking and presentation skills for impact

Why Communication Matters

- Poor communication = limited reach
- Clear, accessible communication = broader societal influence.



- Plain-English checklist:
 - short sentences
 - familiar words
 - active voice
 - define one concept at a time
 - show relevance first

Bad and Good Examples of Plain English

Bad *...until session termination...*

Good *...until the session ends...*

Bad *...the result was concordant with the previous test...*

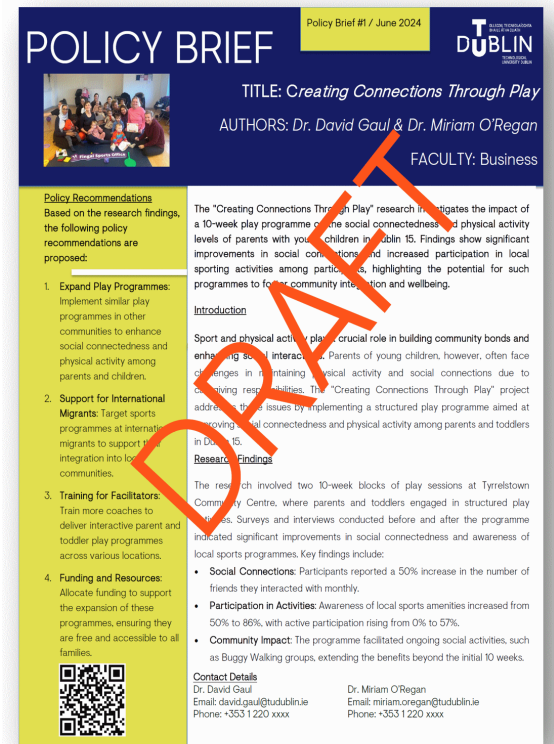
Good *...the result was the same as the previous test...*

Bad *...samples have been subjected to examination by...*

Good *...samples have been examined by...*

Tailoring Communication to Audiences

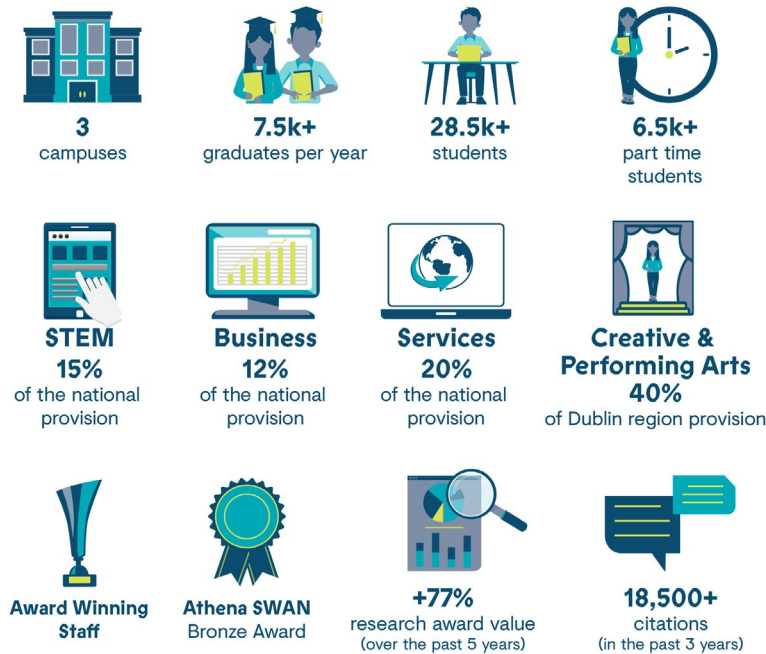
- Think about your audience and where they are
 - Identify your audience(s) – *Hopefully, they’ve been involved from the start*
 - Simplify complex ideas without losing the essence. Use clear, jargon-free language to make your research accessible.
- Decide what messages matter most
 - It is crucial to frame messages in terms of benefits or impact (not just findings)
- Choose the right channels (policy brief, social media, public talk).
 - If working on [government issues](#), consider policy briefs
 - If appropriate use platforms like Bluesky, LinkedIn, and ResearchGate to share your work and connect with stakeholders
 - If engaging with communities, consider a gathering where you can explain your work



POLICY BRIEF

Using Visuals and Infographics

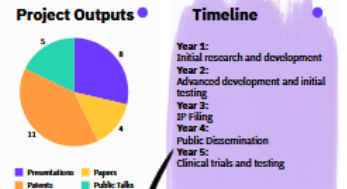
- Enhance understanding and retention by incorporating visual aids like charts, diagrams, and infographics in your communications.



Early Disease Diagnosis Project - Impact Infographic

Project Overview
Development of a cutting-edge diagnostic tool for early detection of Disease X. The project spanned 5 years and involved multiple phases including research, development, clinical trials, and market approval.

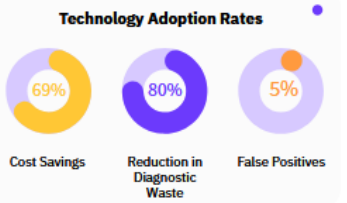
Societal Impact
Environmental Research: Studies leading to a 15% reduction in local pollution levels.
Educational Outreach: 50 workshops for secondary schools, impacting 1,200 students.
Community Engagement: 30 public seminars attended by over 2,000 community members.
Community Engagement: 5 public seminars attended by over 2,000 stakeholders.



Key Achievements
Product Development: Successfully created a non-invasive diagnostic tool with 97% accuracy.
Awards: Won 5 prestigious Innovation awards in healthcare technology.
Collaborations: Established partnerships with 100 healthcare providers to integrate the diagnostic tool into routine screening.

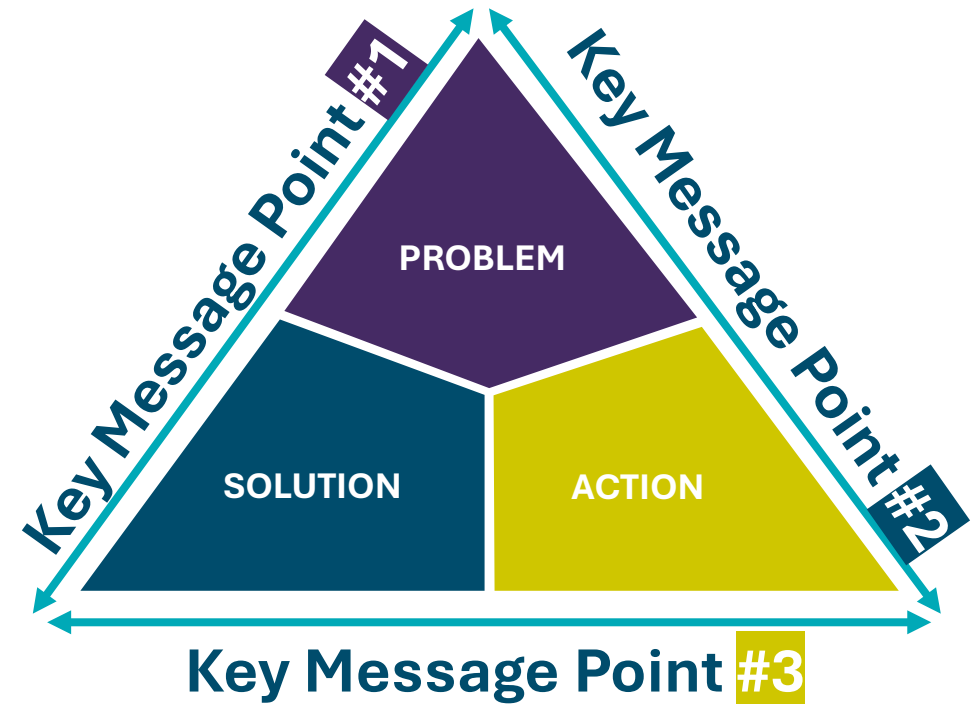
Health Impact

- Doctor Satisfaction: **86%**
- Early Diagnosis Rate: **90%**



Public Speaking and Presentation Tips

- Develop effective speaking skills to engage your audience, whether at conferences, seminars, or public engagements.
- Message Triangle



TU Dublin Research Impact Framework
<https://t.ly/tudresearchimpactframework>



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