1. Brief description of Event (50-100 words):

Following an introductory musical meltdown, which created a relaxing atmosphere allowing people to go think outside their boxes, participants (working in teams) have been invited to come up with subversive interventions that both comply with and challenge the impact agenda. The aim was to think creatively how to comply with impact requirements. We had some ideas on possible ways to engage with the broader public and also on how to possibly measure this engagement in order this to be calculated as effective impact.

2. What were the benefits of attending and what did you gain from the experience in terms of transferable skills and knowledge.

The benefit is in term of thinking outside the boxes. We explored alternative possible media and communicative way. I saw that successful ways to transfer knowledge can be taken from very far away from the discipline.

3. What actions will you be taking as a result of attending or by making new networking contacts.

I will think at new ways of represent my research and engage with the public. Furthermore I will use these new forms not only to represent but to better understand my research.

The issue is not only to engage more and in different ways with the world but to create successful ways of measuring change. This is the most difficult part because changes are difficult to measure in the short term. Something we came up with is to try and measure intentions towards change.

4. Can you share any additional resources produced in connection with the event (e.g. feedback from participants, training resources, website links, and additional materials).

We created a platform of discussion with other academics and we will share our ideas.

5. Tips/experience learned from the event

I have learned that sometimes a simple idea, as to find songs connected to our research can not only be a good ice-breaker, but can make everybody reflect about their own experience in relation to the research and be emotionally more engaging.
6. Any additional comments or information regarding the event