

# N8 Doctoral Seminar

## *Engaging with Industry training Day*

**University of Leeds**

Nexus Building, Discovery Way, Leeds LS2 3AA

**26 February 2020, 9.30–16.30**  
 (9.30am arrival for registration)

9.30 – 10.00	Registration and Coffee
10.00 – 11.30	Session 1: Fast track the benefits of your research for industry
11.30 – 12.00	Coffee
12.00 – 13.00	Session 2: Pitching ideas to a business audience
13.00 – 13.45	Lunch
13.45 – 15.00	Session 3: Designing and facilitating meetings/workshops with industry partners and stakeholders
15.00 – 15.30	Coffee
15.30 – 16.30	Session 4: Engaging with industry and stakeholders online
16.30	Close

This session will give you everything you need to generate and communicate real-world impacts from your research with industry. You will learn about practical tools to time-efficiently increase the significance and reach of your impact. The course is run by N8 AgriFood Chair, Prof Mark Reed and features input from David Mela from Unilever, and is illustrated with examples of N8 industry engagement and impact. Key benefits:

- Learn about evidence-based principles for delivering research impact when you don't have much time
- Discover easy and quick-to-use templates you can use immediately to:
  - Prioritise industry stakeholders to engage with first
  - Create a powerful impact plan that will guarantee your research makes a difference without wasting your time
- Learn how to create evidence-based business pitches that will drive action
- Design and facilitate meetings and workshops with industry partners and stakeholders: discover tools that will empower you to deal with the most challenging situations and individuals and lead events that everyone enjoys
- Build visibility and credibility for your research online. Understand the power and the pitfalls of using social media professionally, and find out how to become influential and drive research impacts for industry and stakeholders online without risking your time or reputation



### REGISTRATION

To register via EventBrite:

<https://www.eventbrite.co.uk/e/engaging-with-industry-training-day-tickets-85794089431>

### MORE INFORMATION

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