

# Planning your public engagement activities: Step by step guide

	<i>Audience</i>	<i>Methods</i>	<i>Collaboration</i>	<i>(Evaluation) Impact on Audience</i>	<i>(Evaluation) Impact on Research</i>
<b>1. Planning</b>	Consider the main stakeholders: Which public groups or organisations are most likely to be interested in your research?	Consider the best ways to engage them: What methods, activities, formats or locations are most useful?	Consider partners who are engaging your audiences already e.g. patient or youth groups, charities, museums, arts orgs or broadcasters	Consider the intended outcomes: What will everyone involved gain from participating and how will you evaluate this?	Consider integration with your research plans: How could this add to your research and benefit you and your colleagues?
<b>2. Resourcing</b>	Be realistic and choose one or two specific audience groups or stakeholders to work with	Consider staff time and applying for funding. Does your team need additional training or support from your institution's public engagement staff?	Consider your partners/ collaborators' resource needs and how they could benefit from being involved	Consider commissioning an external evaluator to ensure a robust evaluation. Do you need additional funding for this?	Consider commissioning an external evaluator to ensure a robust evaluation. Do you need additional funding for this?
<b>3. Piloting</b>	Did your pilot reach your intended audiences effectively? Has it revealed other audiences you would now like to consider?	Could you adapt your methods, activities, formats or locations to better suit your audience? Would different methods be better?	Consider what you've learnt from beginning to work with your partner: How can you build on the successes of your collaboration?	Conduct a formative evaluation: Were there any unexpected outcomes? What needs to change to improve your activities?	Reflect on your research plans: What aspects could be changed to ensure maximum benefit to stakeholders?
<b>4. On-going development</b>	Continue to work with your chosen groups, keep listening and think of secondary audiences	Keep adapting your methods and reflecting on their value	Has the feedback from partners, collaborators and participants highlighted any other potential stakeholders or interested groups?	Are the outcomes of your work continuing to meet everyone's aims and objectives? Is their mutual benefit for all parties involved?	What can you share about the progress of your research at this stage? Have new things emerged that you could build into your engagement plans?
<b>5. Final evaluation</b>	<b>Reach:</b> Consider numbers of primary and secondary audiences reached as well as unintended audiences, colleagues and peers	<b>Quality:</b> Did you produce high quality outputs? Did the audience enjoy participating? How could methods be improved for the future?	<b>Impact:</b> Was your collaborative process successful? How will you build on these relationships in the future?	<b>Impact:</b> Did you achieve a good depth of engagement with the science? Did you achieve your intended outcomes?	<b>Impact:</b> Did your engagement work impact on your research? Has it had an impact on your peers, institution or field of work?
<b>6. Wider dissemination</b>	Share the outputs with a wider audience: How could you broaden the reach and lay the foundations for future work?	What methods could you use to disseminate your evaluation findings more widely? How can you share your learning?	What connections and networks can your collaborators/ partners offer to share your research and engagement learning?	Could you continue to provide resources, links to further information and connect your audiences to other organisations?	Work with your institution's public engagement staff to share your evaluation with others inside your institution and beyond.