

Social Research Association
Expert development workshop

Developing a Knowledge Transfer strategy

Thursday June 12th 2008
Social Research Association, 24-32 Stephenson Way, London
NW1 2HX

Tutors: Annette Boaz and William Solesbury

- 9.00 Coffee available
- 9.30 Welcome, introductions, workshop structure
- 10.00 Session 1 - Clarifying your mission and aims
Presentation, exercise
- 10.30 Session 2 - What does 'knowledge transfer' mean?
Presentation, discussion
- 11.15 Session 3 - What's your message?
Presentation, group exercise
- 12.30 Lunch
- 13.30 Session 4 - Who are your target audiences?
Presentation, group exercise
- 14.45 Session 5 - How might you communicate with them?
Presentation, group exercise
- 16.00 Session 6 - Developing your KT strategy and
evaluating its impact
Presentation, discussion and briefing for follow-up work
- 17.00 (Optional) Individual discussion with course tutors
- 1730 Close