

Workshop proposal: Kickstart your Impact Case Study



Duration: 2 hours or 3 hours; full-day version also available (includes more feedback)

Fee: Online version: £900 or £1,200

In-person version: £1,100 or £1,400, full day version £2,500; plus travel / accommodation where applicable (no VAT applies)

Contact: Dr Bella Reichard, impact@bellareichard.co.uk www.bellareichard.co.uk

Mode of delivery: Ideally in person for more individual support, but online is also possible

Abstract for participants

Developing an impact case study is a significant undertaking. Starting this process early can help to gain much-needed clarity, both about your impact project(s) and about expectations for the final product for REF2029. In this workshop, Dr Bella Reichard will guide you through creating (1) a narrative arc for your impact case study, and (2) an action plan to progress your impacts.

- Bella will lead participants through different approaches to framing the impact narrative. This can help with prioritising if you have several projects and need to bring them together in a coherent way, or to articulate the core message of your case study if you have one main project.
- Based on her research into high- and low-scoring REF2014 impact case studies, Bella will suggest how to write a summary of your impact for Section 1 of the REF template.
- There will be time for you to sketch out a writing frame for the whole impact case study, and to prioritise actions for the next few weeks, months and years.

Additional information

- The workshop will be tailored to your context, so Bella will arrange a video call or two beforehand to make sure that your participants get out of it what they need.
- Workshop slides will be made available to participants at the start of the workshop, as it can be helpful for participants to refer to different slides during the workshop.
- Bella is available to answer questions from participants by email for up to a month after the workshop as standard.
- Additional support packages, which could include written feedback on drafts and/or individual or group conversations, are available at additional cost and this can be discussed before or after the workshop (see www.bellareichard.co.uk/services)

Feedback

"I got so much out of it – already done loads of actions as a consequence."

"Definitely have much more understanding and insight into how to approach what I have previously found really overwhelming and stressful!"

"Your workshop was essential. It was crucial to have a full day of protected time. I would never have been able to write a case study draft with my extremely busy day job as an academic in senior leadership. Having this workshop meant that when I was asked to submit a case study, I had a basic full draft."

Your facilitator

Dr Bella Reichard is a research impact specialist with a wide range of experience in planning, developing and articulating impact. Since 2019, she has supported researchers at a wide range of UK universities with their impact plans, providing input for hundreds of REF2021 impact case studies. Her work is informed by her PhD on the language of impact case studies submitted to REF2014, and she continues research in this area. Relevant previous experience includes work as copy-editor for academic publications, as teacher of English for Academic Purposes mostly to international students, and as Research Communications Manager, supporting early-career researchers around the globe with their research impact plans.



Find out more about Bella here: www.bellareichard.co.uk/about

Connect on LinkedIn: www.linkedin.com/in/dr-bella-reichard-14ab7437

Access her widely-read article: [Writing impact case studies: a comparative study of high-scoring and low-scoring case studies from REF2014](#)



Dr Bella Reichard
Research Impact Consultant