



Open Innovation Team



UNIVERSITY OF
SURREY

Policy Masterclass

5 July 2023, 10am-3pm

Delivered online for the University of Surrey by experienced government officials, this popular course gives you an insider's view of how policy works and the role you can play in it.

This session will help you better understand how UK policy works in theory and practice and what tactics you can use to share evidence and research with decision-makers.

We will provide an overview of the policy-making system in the UK, and how academics can engage with it, including:

- > Understanding the government machine
- > The different institutions you might engage with, what they do, and the kinds of information and evidence they're looking for
- > Concepts to help you think about your impact strategy
- > How to engage policy makers
- > Easy to remember do's and don'ts

We will also will focus on the often neglected area of influencing tips and tactics, including:

- > How to think about policy impact strategies
- > How to build your network
- > How to present your research in the most impactful ways
- > Good and bad examples of writing for a policy audience
- > How to get evidence of your impact

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