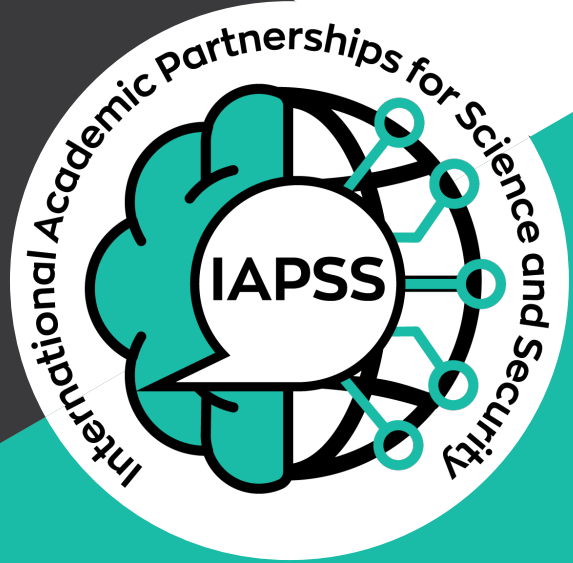




How to Present Research to Practitioners for Maximum Impact

SUMMARY



Attendees

ECRs = Early Career Researchers

▶ Presenters	2
▶ ECRs	21
▶ IAPSS team	7
▶ TOTAL	30

Resources

A CREST Guide on the topic will be available at the end of July. To be notified, sign up to the [CREST newsletter](#).

Overview

This seminar focused on strategies for Early Career Researchers to effectively communicate research findings to practitioner audiences, particularly within government sectors. The seminar was divided into two segments. In the first part, Anna Leslie, CREST’s Research to Practice Fellow, introduced practical principles for tailoring research communication. A simple framework of “Who, What, How, When, and Where” was provided to guide researchers in presenting their findings clearly and effectively. The second part, led by Rebecca Stevens, CREST’s Communication Director, outlined core design principles to ensure that research outputs look professional and highlight key information.

Key Takeaways

- ▶ Identify who will benefit from the research, and tailor communication to their needs, keeping the practitioner’s perspective in mind as they value actionable and concise information.
- ▶ Use various mediums such as workshops, blogs, and reports to disseminate research. Prioritise clarity, conciseness, and logical structure to enhance readability and impact.
- ▶ Be prepared to talk about your research concisely, such as a 90-second elevator pitch. Tell a memorable and repeatable story to help others advocate for the research.
- ▶ Good design improves accessibility, understanding, and retention of research. Apply the design principles of Contrast, Repetition, Alignment, and Proximity (CRAP) to enhance visual impact.