

## Skills for Research Impact: KTT Strategies and Dissemination

Date

Location

Tuesday November 7, 2023 1:00pm to 2:30pm Webinar

### Description

Skills for Research Impact is a workshop series, spanning the fall and winter semesters, for University of Guelph faculty, research staff and graduate students interested in enhancing the impact of their research. Through sessions facilitated by impact experts, participants will learn how to successfully plan, execute and evaluate knowledge mobilization (or knowledge translation and transfer) activities.

KTT Strategies and Dissemination: How do you share your research with non-academic audiences? Learn about a number of potential mechanisms you can use for knowledge mobilization, discover how to choose a mechanism that's appropriate for your audience, and take a deep dive into several popular mechanisms for dissemination, including social media, research summaries, infographics and media.

After attending this workshop, participants will be able to:

- Recognize various opportunities for dissemination of research to non-academic audiences
- Select an appropriate option for dissemination to your audience
- List, and apply skills learned related to, popular dissemination mechanisms: Social media, Policy brief or 2-page summary, Infographic or visual summary, Media outreach
- List resources that will help disseminate your research in additional ways

[Register for KTT Strategies and Dissemination via Eventbrite](#)

Presented by Elizabeth Shantz, Knowledge Mobilization Manager, Arrell Food Institute

Throughout the series, participants will gain skills that can be applied to their own research contexts, goals and projects. Workshops will be highly participatory and will provide practical knowledge, skills and tools that can be used right away. Join us online for one or multiple sessions! Letters of recognition are available upon request at the end of the series for those who attended all sessions in the fall 2023 semester. This workshop series is a collaboration between the Ontario Agri-Food Innovation Alliance and the Research Innovation Office at the University of Guelph. For more information, contact us at [kttadmin@uoguelph.ca](mailto:kttadmin@uoguelph.ca).

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