



- **Full Programme** -
Timings in CET

Welcome to the ChangeMaker Academy!

Welcome to the ChangeMaker Academy, a dynamic gathering of professionals from across the globe, who are committed to strategically embedding Public Engagement within their institutions while honing personal leadership skills. Through a synergy of practice insights, peer-learning and expert-led workshops, this programme will enable you to draw upon learning and established approaches from the sector, to refine your own visionary strategy.

We will focus on articulating the value of Public Engagement to key stakeholders within our institutions, and crucially, support you to understand the organisational culture and the unique landscape you are situated in, to identify institutional accelerators that will bring focus and currency to your strategy.

The Academy sessions will guide you to initiate change within your institution and become a catalyst for transformative impact.

PRACTICALITIES

All times listed throughout the programme are Central European Time (CET), which is Universal Coordinated Time (UTC)+2

All our sessions will take place on Zoom, on the following link:
<https://zoom.us/j/94836574286?pwd=NXlXemV0d1MzL090MUJxdkpLdlZFQT09>

Password: **Change**

We will post resources and host interactive session activities on our collaborative Miro space. We will introduce the platform and its features during the Academy.



**DAY
ONE**

Identifying and communicating possibilities for Public Engagement in your institution.

Day 1 focuses on demonstrating the value of Public Engagement with research, from harnessing researcher motivations, to establishing engagement as a valuable practice and worthwhile investment in your institution. We will build the communication skills needed to influence others and propel ideas into collective action. We will also reflect on our purpose as engagement advocates and dive into the values that drive our work. These approaches will enable you to refine your approach to communicating within your institution, build allies, and elevate your profile.

The day concludes with an insightful Fireside Chat with Dom Galliano, a leader in the field who has led culture change initiatives in the UK, and is an advocate for Equity, Diversity & Inclusion, and LGBTQ+ inclusion in STEM.

09.00-09.30

WELCOME AND INTRODUCTION

09.30-11.00

WHAT IS THE VALUE OF PE? MOTIVATING RESEARCHERS AND ALLIES

COFFEE BREAK

11.10-13.10

PERSUASION: LEADING WITH IDEAS

13.10-14.10 LUNCH BREAK

14.10-15.20

IDENTIFYING TRENDS AND WORKING ACROSS CULTURES

COFFEE BREAK

15.30-16.30

REFLECTION SPACE: OUR VISION & VALUES THAT DRIVE US

COFFEE BREAK

16.45-17.30

FIRESIDE CHAT WITH DOM GALLIANO

Timings in CET

DAY
ONE

Thursday, 21. September

OPENING & WELCOME

09.00 - 09.30 CET

This is where the journey begins: join your fellow participants and the programme team for the kick-off of CMA'23, and meet the many faces of the Academy. After a warm welcome, we will introduce the programme, the group, and the expectations of the Academy. The session will give you some orientation for what is to come, and how we will interact on the digital platforms. We will also create a joint agreement to establish how we will work together throughout sessions over the next two days.

DAY
ONE

WORKSHOP & IMPULSE:

WHAT IS THE VALUE OF PE? MOTIVATING RESEARCHERS AND ALLIES

09.30 - 11.00 CET

In this interactive workshop, we will delve into the value of Public Engagement from individual to institutional perspectives, including motivations for researchers to engage and barriers that inhibit engagement. Prof. Marina Joubert will give an impulse talk on how these barriers can be addressed and how we as practitioners can incentivise researchers to engage. We will then collectively explore new solutions to these shared challenges in a “rocks and balloons” exercise.

BREAK

11.00 - 11.10



DR MHAIRI STEWART (she/her) @cScienceArtReach

...Mhairi has a background as a senior Public Engagement professional in academia, leading institutional embedding of engagement and delivering training and strategic support to colleagues globally. Her work focuses on the value of Public Engagement, International Public Engagement delivery, policy, strategic development, and research, bringing the public, academia, industry and policy makers into productive dialogues for mutual benefit.



PROF. MARINA JOUBERT (she/her) @MarinaJoubert

Prof. Marina Joubert is a senior researcher in the field of science communication at the Centre for Research on Evaluation, Science and Technology (CREST) at Stellenbosch University. Her research interests focus on how scientists respond to increasing demands for public engagement, and how researchers can be supported to be more successful when they reach out to communities, youth, policymakers and other audiences. She is the deputy editor of the Journal of Science Communication (JCOM), and honorary life member of the global Public Communication of Science and Technology (PCST) Network.

DAY
ONE

EXPERT SESSION:

PERSUASION: LEADING WITH IDEAS

11.10 - 13.10 CET

A big part of leadership is getting your ideas across to your audience and inspiring others to follow your lead. This session will teach you the art of persuasion. We will practice purpose-based storytelling putting your why at the center of your story, explore the fears of your audience, and look at the toolbox of the psychology of persuasion. As we will learn, persuasion is about much more than having the best arguments on your side.



SPEAKER:

DR MARTIN EBELING (he/him)

Dr. Martin Ebeling is a philosopher and heads the business program of The School of Life in Germany. He has made a name for himself in the past by helping hundreds of leaders to develop their potential. His experience taught him that success and happiness are the result of growing with your challenges. He is also the author of numerous scientific-philosophical essays.

<https://www.linkedin.com/in/martin-ebeling-9322222/>

<https://www.theschooloflife.com/berlin/>

DAY
ONE

IMPULSE & WORKSHOP:

IDENTIFYING SOCIAL TRENDS AND WORKING ACROSS CULTURES

14.10 - 15.20 CET

This session dives into the culture of engagement: from institutional and individual cultures to societal trends that influence the conditions in which engagement happens, and of course cross-cultural international collaborations. An impulse talk will give a bird's eye perspective on the engagement landscape and an insight into where the field of engagement can go from here by incorporating innovations from other sectors.

This is followed by a world-building exercise to anticipate societal change for strategic transformation in your institution.

BREAK

15.20 - 15.30



ABRAHAM MAMELA (he/him)

...Abraham, an expert in Science Communication and Engagement, is the founder and leader of a Creative Communication, Engagement, and Knowledge Management company based in Gaborone, Botswana. With 12 years of experience in Communication and Public Engagement, he has acquired profound techniques and skills in collaborating with scientists, the business community, communities, policymakers, and the media. His focus lies in collaborating with scientists and diverse stakeholders to foster science development and participation, while establishing functional research ecosystems. Abraham's achievements also include being a recipient of the esteemed Wellcome International Engagement Fellowship. Through this fellowship, he explored how like-minded individuals, scientists, policy makers and communities could explore mutually beneficial opportunities in the science development process across Africa. He is currently leading communication and engagement at the Alliance for African Partnership, a programme that aims to transform lives through research in Africa.



LYNN HARLES (she/her)

Lynn is a design researcher specialized in Science Communication and Public Engagement, based at the Berlin School of Public Engagement and Open Science. She investigates the role of design research for Public Engagement activities and the use of speculative design practices for science communication in an uncertain world.

<https://www.lynnharles.com>

DAY
ONE

CREATIVE REFLECTION:

REFLECTION SPACE: OUR VISION & VALUES THAT DRIVE US

15.30-16.30 CET

This is a moment to pause and reflect on all the input, ideas and exchanges that have taken place throughout the day. It is a space to highlight what resonates with you, share which questions remain with you and follow threads of discussion that have emerged.

We will then refocus with a guided reflection exercise to consider our individual vision and goals for engagement, and the values that shape this and drive us forward.

BREAK

16.30 - 16.45



VICTORIA SHENNAN (she/her)

...Victoria is Deputy Head of the Berlin School of Public Engagement and Open Science, where she oversees the training offer for researchers and professionals. Her professional background is in art-science collaborations and societal engagement with natural history collections and natural sciences. Her work focuses promoting the value of public engagement, institutional embedding of public engagement, and training and professional development as tools for culture change in academia.



DR JANA WENDLER (she/her)

...Jana is a Public Engagement Coordinator based at the Berlin School of Public Engagement and Open Science. Here she looks after training development for researchers and explores methods to support an engaged research culture. She has an academic background in Human Geography, and a creative practice as a physical game designer. She brought these fields together working as a Creative Researcher Associate and freelance engager at the University of Manchester with a focus on playful learning and interactive experiences.

DAY
ONE

EXPERT SESSION:

FIRESIDE CHAT WITH DOM GALLIANO

16.45 - 17.30 CET

Join us for an intimate fireside chat with Dom, a seasoned Public Engagement professional dedicated to cultivating open, transparent, and equitable research and teaching communities. Drawing on his extensive background in driving culture change, including leadership roles at University College London (UCL) and The South-East Physics Network (SEPnet), Dom will candidly share his journey in embedding engagement. Gain insights into how he overcame challenges in fostering PE, Outreach, EDI, and Research Culture initiatives. Dom's advocacy for LGBTQ+ inclusion in STEM further enriches this enlightening conversation on navigating transformative change.



SPEAKER:
DOM GALLIANO (he/they)

Dom is a freelance consultant working towards an open, transparent & equitable research and teaching community. Together with professional service staff, academics, universities, national funders and other organisations he challenges the systems that inhibit culture change across the academic ecosystem. He brings experience from leading culture change teams and programmes from previous roles including Head of Public Engagement at UCL and Director of Public Engagement at SEPnet. In particular he supports Public Engagement, Outreach, Equality, Diversity & Inclusion and Research Culture programmes within universities, national funders, learned societies and other partners working with universities. Dom is an advocate and activist helping improve the workplace for the LGBTQ+ community in STEM.

<https://www.domgalliano.com/>
Twitter @EngagementDom

**DAY
TWO**

Building your unique Public Engagement strategy.

On Day 2 we will delve into the ingredients needed to cultivate impactful engagement strategies. We will unravel the complexities of strategy-building and walk practitioners through tools and techniques that will help you forge a clear path forward. You will be supported to identify accelerators within your own work environment, and establish how these can be leveraged within your strategy. Invited experts will each share a different focal point of their strategy, and their experiences in implementing these. The final workshop of CMA will give you the opportunity to learn about negotiation skills and put them into practice.

Each session will cover one important aspect of strategy development, which you can apply directly in your work.

**09.00-09.10
WELCOME BACK**

**09.10-11.20
STRATEGY BASELINE & HOW TO GROW YOUR STRATEGY**

BREAK

**11.30-13.00
ELEMENTS OF EMBEDDING PUBLIC ENGAGEMENT**

13.00-14.00 LUNCH BREAK

**14.00-16.30
PLAYFUL NEGOTIATION**

BREAK

**16.40-17.30
INTENTION SETTING AND CLOSE**

OPTIONAL NETWORKING

Timings in CET

DAY
TWO

Friday 22. September

WELCOME BACK

9.00 - 09.10 CET

Before we launch into the second day of the busy programme, we will take a moment to reflect on feedback from the previous day, and briefly return to our joint working agreement to ensure we reflect these principles in CMA.

DAY
TWO

WORKSHOP & IMPULSE:

STRATEGY BASELINE & HOW TO GROW YOUR STRATEGY

09.10 - 11.20 CET

STRATEGY BASELINE: 09.10-10.10

Using case studies, we will work in groups to conduct a stakeholder mapping exercise. After collectively prioritising stakeholders, your group will draw from their own experience to formulate strategies on how you will effectively engage these audiences.

HOW TO GROW YOUR STRATEGY: 10.10-11.20

Laura Wicks will then lead an impulse talk on identifying institutional accelerators for strategy development. This will be followed by a creative exercise to explore your institutional ecosystem and cultivate change.

BREAK

11.20 - 11.30



DR LAURA WICKS (she/her) @lcwicks

...Laura is an experienced senior leader in stakeholder engagement, public engagement and communications, with demonstrable expertise in strategic planning. Extensive knowledge of, and expertise in, public engagement with research (PER), having developed and led the multi-award-winning Public Engagement initiative for Heriot-Watt University, creating projects reaching diverse audiences, addressing the universities' social responsibilities and links to wider society.

She supports academics from across all disciplines, ranging from theoretical physics to languages and design –encouraging and developing projects which bring together skills from different domains to create impact.



DR MHAIRI STEWART (she/her) @cScienceArtReach

...Mhairi has a background as a senior Public Engagement professional in academia, leading institutional embedding of engagement and delivering training and strategic support to colleagues globally. Her work focuses on the value of Public Engagement, International Public Engagement delivery, policy, strategic development, and research, bringing the public, academia, industry and policy makers into productive dialogues for mutual benefit.

DAY
TWO

PRACTICE INSIGHTS SESSION:

ELEMENTS OF EMBEDDING PUBLIC ENGAGEMENT

11.30 - 13.00 CET

Invited speakers will share their experience of embedding Public Engagement within their institution, each bringing a different focal point and unique practice insight.

In the first section, each speaker will give a short insight talk that outlines one approach they have taken to cultivate a culture of engagement in their institution. Next you will join a smaller group conversation with one of the speakers to delve deeper into their experience, and discuss other elements that have been tried and tested by participants and any that you are tempted to try in your local context.

LUNCH BREAK

13.00 - 14.00



DR HEATHER DORAN (she/her)

@HeatherDoranDr

Public Engagement Manager

Leverhulme Research Centre for Forensic Science, University of Dundee

IMPULSE: Reward & Recognition

<https://www.dundee.ac.uk/people/heather-doran>



PATRICK KLÜGEL (he/him)

@PKLuegel

Public Engagement Manager

University of Tübingen

IMPULSE: Networks & Policy

<https://www.linkedin.com/in/patrick-kluegel-528aa614/>



JANA WENDLER (she/her)

Public Engagement Coordinator

Berlin School, Museum für Naturkunde Berlin

IMPULSE: Training

<https://www.linkedin.com/in/jana-wendler-710075261/>

DAY
ONE

EXPERT SESSION:

PLAYFUL NEGOTIATION

14.00 - 16.30 CET

Learning from different fields can bring new approaches and insights to strengthen your strategy development. In this session we will learn from the business sector about negotiation. Effective Negotiation is about joint problem solving and collaboration strategies, which will be reinforced throughout the workshop. Furthermore, Negotiation is the key skill allowing to lead people from “No” to “Yes”, serving everyone who is taking decisions, allocating scarce resources, and resolving conflict regardless of their sector or discipline.

This workshop is designed to equip attendees with techniques from the Harvard Negotiation school of thought, taught in an interactive and applicable way in order to sustainably improve conflict resolution, communication & leadership skills.

BREAK

16.30 - 16.40



SPEAKER:

FELIX MILLER (he/him)

Felix Miller is a Negotiation specialist with a focus on Banking & Finance, Entrepreneurship and Negotiation education, working at Deutsche Bank AG as a VP Deal Expert. During his career, Felix created several ventures, worked in Startups & co-founded Deutsche Bank's Office for Negotiation, providing him ample opportunities to work in different contexts & cultures including Africa, the US, Asia & Europe. In 2018, Felix joined the not-for profit boutique Rational Games Inc, as Negotiation trainer & advisor to diplomatic, NGO, private & academic bodies. Felix is a Harvard-trained Negotiator, holds a MSc. In International Business Negotiation from IÉSEG School of Management in Paris and a BA. In Business Administration & Finance from the Munich University of Applied Sciences.

<https://www.rationalgames.com/about/team/>

DAY
TWO

INTENTION SETTING AND CLOSE

16.40 - 17.30 CET

As we draw CMA'23 to a close, we would like to gather your impressions of the Academy, and give an overview of our follow-up offer.
In a final exercise, you will be guided to reflect on your next steps following the Academy and set a tangible commitment that will lead you closer to your goals.

OPTIONAL NETWORKING

17.30 - 18.00



Programme Hosts



DR MHAIRI STEWART (she/her)

Deputy Head of Public Engagement and Impact, Museum für Naturkunde



VICTORIA SHENNAN (she/her)

Deputy Head of the Berlin School



DR ALINA LOTH (she/her)

Head of Public Engagement and Impact, Museum für Naturkunde



JANA WENDLER (she/her)

Public Engagement Coordinator,
Berlin School

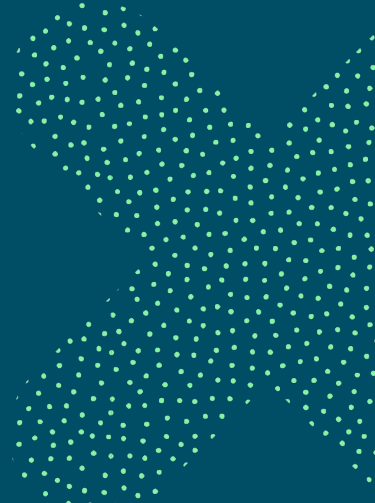


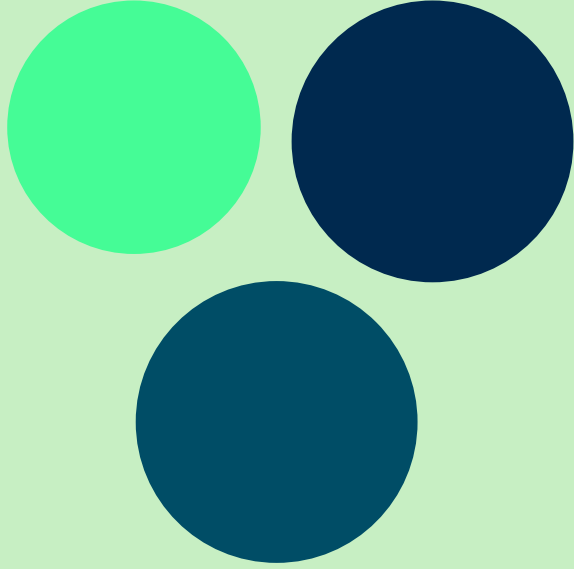
SONJA HAMMANN (she/her)

Project Coordinator,
Berlin School



Thank you!





CMA is hosted by



BERLIN SCHOOL OF
**PUBLIC ENGAGEMENT
AND OPEN SCIENCE**



Thank you for participating.
