



WHY IS STORYTELLING IMPORTANT?

Storytelling is a powerful way to engage, inform, persuade, and create connections between people.



WHAT CAN IT BE USED FOR?

- Influence potential non-academic partners
- Create exciting new ways to share your research
- Deliver engaging presentations to a range of audiences
- Write persuasive grant applications and funder reports
- Enhance REF case studies

Storytelling with Impact: Narrative

Duncan Yellowlees Training are delivering a session to help researchers to engage their audience and make their work memorable. This workshop equips researchers with the skills to:

- Understand why stories are effective engagement tools
- Utilise storytelling techniques in presentations
- Find great stories to share

Relevant to all types of research communication, this workshop offers practical ideas and activities to apply storytelling to your work.

This course is part of the Storytelling with Impact series, a collaboration between the SSIA and the Engaged Humanities Lab

Date and time:

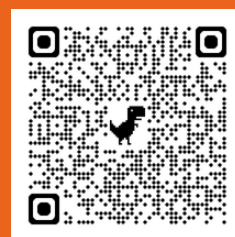
October 16th 10am - 4pm

Location

RHUL Campus, room TBC

Who can attend?

Any Social Sciences, Humanities and the Arts for People and the Economy (SHAPE) researchers



Scan to find out
more and register



<https://www.royalholloway.ac.uk/research-and-teaching/industry/working-with-us/social-science-impact-accelerator/>



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