

# Ducks for dissemination

#DisseminationDucks

Conferences allow for sharing information, recent research and networking. Presenting at a conference will increase the exposure of your research and provide an opportunity for feedback.

## Top tips for events

You can use the conference hashtag on Twitter to engage with others at the event

Are you presenting?  
- Keep your audience in mind

If using PowerPoint use lots of visuals - keep words to a minimum

Keep it simple!  
Explain any jargon and repeat key concepts

Could you present at non-academic events? e.g Green Man Festival

Got a poster?  
It should stand on its own as a clear and engaging presentation of your work

**For more information contact the communications team:**

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🌐 [healthandcareresearch.gov.wales/research-route-map](http://healthandcareresearch.gov.wales/research-route-map)



# Don't leave your research on the shelf

We all have a story to tell, but some tales stand out more than others. Simply announcing that a research study has taken place just won't fit the bill, those results need to be relatable - and we need to know how it's going to help real people. So, tell your research story...

Think about your audience. Who are they and what do they need?



Keep it simple! Avoid using jargon to encourage audiences to want to learn about your research.



What is the impact of your research for your audience? Why should they care?

What's your 'wow' factor? The best told stories create emotion for their audience - find the 'wow' in yours.



Audiences want to know about more than just data. What's the story behind your research project?

For more information visit the Research Route Map at [healthandcareresearchwales.gov.uk](http://healthandcareresearchwales.gov.uk)



Your research story