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:
email: healthandcarereresearch@wales.nhs.uk
phone: 02920 230 457
Twitter: @ResearchWales
web: healthandcarereresearch.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 healthandcarereseachwales.gov.uk