Discovering your path to effective public engagement..................... Author: Dr Erika Aquino, Public Engagement Manager, British Society for Immunology

WHO IS YOUR AUDIENCE?

And why do they want to engage with your research?

FIND THE SUPPORT AVAILABLE TO YOU

Both financial and guidance through Universities, institutes and learned societies

LISTEN AND INTERACT

It’s a two-way Conversation

PLAN YOUR EVALUATION

From the very beginning of your project

FIND YOUR PATH AND BE BRAVE

Discover what works for you and your audience; give it a go