

Enhancing research impact. Public Policy @ Southampton

Pathways to Impact Strategy

	Item	Detail	Fee
Option 1			
Project Plan	3 hours admin support with developing your project plan for best impact results. This time is most beneficial if used as 3 x 1 hour meetings during the first month of your project planning.	What activities will be planned	£500.00*
		Deadlines	
		Costs	
		Responsibilities	
		Evaluation methods	
		Discussing target audience	
		Discussing end user groups	
Event Management	3 hours consultancy on best practice for managing your event. This time is most beneficial if used as 1 x hour meeting and 2 x hours of research/admin	Contact information release	
		Recommendations for appropriate catering	
		Recommendations for Agenda timings	
		Recommendations for logistics arrangements	
Marketing Campaign	3 hours consultancy on constructing your marketing campaign This time is most beneficial if used as 1 x hour meeting and 2 x hour of research/admin	Contact information release	
		Recommendations for University Branding awareness	
		Recommendations for timescales	
		Assstance with image sourcing	
		Your event on the Public Poliy@Southampton website	
Option 2			
Project Plan	5 hours admin support with developing your project plan for best impact results. Time to be allocated as appropriate	As in Option 1 and in addition:	£800.00*
		Venue booking for meetings	
		Assisting with research for target audience	
		Assisting with research for end user groups	
		Production of Project Plan timescales and resources	
Event Management	5 hours consultancy on best practice for managing your event. Time to be allocated as appropriate	As in Option 1 and in addition:	
		Research into appropriate venues including local site visits	
		Production of Welcome packs for your event	
		Support with recruiting PGR project assistants	
		Main contact for event queries and RSVPs	

	Item	Detail	Fee
Option 2 continued			
Marketing Campaign	5 hours consultancy on constructing your marketing campaign. Time to be allocated as appropriate	As in Option 1 and in addition:	
		Advice on producing Posters, Flyers, Plasma, Pull up Stands marketing	
		Advice on image inhancements	
		Organising the dissemination of Posters, Flyers, Plasma advertising	
		Event added to our partner websites within the University, eg your school website, SUSSED	
		Regular Tweets about your event from @publicpolicyUoS	
		Organising Faculty emails about your event	
		Advice on image inhancements	
		Advice further marketing within the University and local press.	
		Advice on AV equipment/filming/ photographs for future marketing purposes – inc.permission documents	
Option 3			
Complete Project Management of your event	Choice of one of the following:	Project Plan Meetings with you to draw up the project plan and internal/external mailing lists	6 months: £3,000.00*
	Day/Evening Seminar 1 – 2 days (for discussion)	Event Management Full venue, transport, catering management after consultation on requirements – <i>please note there will be a re-negotiation of fee for events abroad</i> Invites and rsmps managed by public.policy@southampton.ac.uk Recruitment of PGR volunteer assistants	6+ months: £5,000.00*
	Day/Evening Lecture (educational talk/presentation)		
	Day/Evening Debate (discussing opposing points)		
	Day/Evening Panel (select group of discussants to talk/answer questions)	Marketing Campaign Full dissemination management and production of marketing materials under your instructions Collaboration with the UoS comms team to engage the press with the event Production of press release	
	Evening Networking Event (for project Network to liase with relvant partners/Policy Makers)	Complete administration support eg welcome packs, name badges, email communication with candidates and orgnisation of regular project team meetings	
	Morning Breakfast (for discussion/presentation)		
Universtity of Southampton Roadshow			
If you are interested in putting your research on the road in 2013 or 2014 please contact roadshow@soton.ac.uk or visit http://www.southampton.ac.uk/engineering/outreach/roadshow.page			Costs vary

* Fee may vary according to your choice of venue/catering.

To discuss these options further or confirm your request for assistance with enhancing your research impact, please contact the PublicPolicy@Southampton Team:

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