



# Evaluating Impacts & Assessing the Quality of Evidence: Core Issues & Debates

THE UNIVERSITY OF  
WARWICK

## Seminar Programme

Session Title	Description	Speaker	
<b>Begins 11am (Arrivals from 10:30)</b>			
<b>10:30</b>	Registration	Coffee/Tea available upon arrival	-
<b>11:00</b>	Welcome and Overview of Seminar	Welcome and Seminar Series Opening	Dr Eric Jensen (Warwick University)
<b>11:10</b>	Strategic perspectives on impact	What is the current context for discussions of impact in the UK?	Paul Manners (Director, National Co-ordinating Centre for Public Engagement)
<b>11:30</b>	A funder's perspective on public engagement and non-formal learning impacts	What do funders expect in terms of impact?	Tom Ziesen (Public Engagement Adviser, The Wellcome Trust)
<b>11:50</b>	-	<i>Open Discussion: Questions, Comments</i>	-
<b>12:00</b>	Practitioner Perspectives on 'Impact' - Part 1: 'Setting Aims and Objectives for Impact'	How can we understand 'impact' within public engagement and non-formal learning contexts?	Nicola Buckley (Head of Public Engagement, University of Cambridge)
<b>12:20</b>	Bridging practice and research: 'Understanding 'impact' from the perspective of an in-house evaluator'.	Using the summative evaluation of the NHM's Darwin Centre as a case study, Emma will discuss evaluation from an in-house evaluator's perspective – exploring the processes, methods and objectives of the evaluation.	Emma Pegram (Head of Learning Evaluation & Research, Natural History Museum)
<b>12:40</b>	-	<i>Open Discussion: Questions, Comments</i>	-
<b>13:00</b>	LUNCH		
<b>14:00</b>	The limits and contextual dimensions of 'Impact' in public engagement & non-formal learning settings	How should the scope of 'impact' be understood? Is it possible to capture evidence of secondary and tertiary impacts?	Emily Dawson (Doctoral Researcher, King's College London)



<b>14:20</b>	-	<i>Open Discussion</i>	-
<b>14:30</b>	Measuring 'impact' in Science and Discovery Centres: key challenges, opportunities and threats relating to evaluating impact	Do Science and Discovery Centres offer a unique experience and how does that affect impact assessment?	Dr Helen Featherstone (Chair, Visitor Studies Group, Content & Visitor Researcher at At-Bristol science centre and Research Fellow, Science Communication Unit, University of the West of England)
<b>14:50</b>	-	<i>Open Discussion</i>	-
<b>15:00</b>	-	COFFEE / TEA BREAK	-
<b>15:30</b>	'Quality standards and models for evaluating impact in the short-, medium- and long-term: Introducing the tools of the trade'	What are the quality standards that separate 'good' from 'poor' evaluation research? How can impact be robustly evaluated?	Dr Eric Jensen (Assistant Professor, University of Warwick and Visiting Senior Research Fellow, Institute of Zoology, ZSL/University of Cambridge)
<b>15:50</b>	-	<i>Open Discussion</i>	-
<b>16:00</b>		<i>Open Panel Discussion</i>	All Speakers
<b>16:20</b>	Closing Remarks	Information about subsequent seminars	Dr Eric Jensen (Warwick University)
<b>16:30</b>		<b>END</b>	

*Location:* Dana Centre, next to the Natural History Museum in London  
<http://www.danacentre.org.uk/aboutus/location>

*Seminar Series Official Website:*

<http://www2.warwick.ac.uk/fac/soc/sociology/news/scd/publicengagement/>

For further information, contact the seminar series organiser Dr Eric Jensen ([e.jensen@warwick.ac.uk](mailto:e.jensen@warwick.ac.uk)) and seminar series support officer Monae Verbeke ([m.verbeke@warwick.ac.uk](mailto:m.verbeke@warwick.ac.uk))