

# Section 2: Communicating your research results

## Introduction

This section will help you adapt and present your findings in order to engage different audiences.

By working through this section you will be able to:

- understand the principles of creating effective messages and how to develop messages for different audiences
- explore different methods of research presentation and communication
- turn planning into action through a communications plan.

There are three parts to this section:

1. Creating messages.
2. Effective ways to present research findings.
3. Turning planning into action.

## Creating messages

In order to engage your audiences in the detail of your research you must first gain their attention. Messages are the headlines of your research communications and a means of flagging to audiences that there is something in your findings that is of interest or benefit to them. They can also help to create impact across your communications – ensuring a consistent, coherent presentation of findings across different media and spokespersons or authors.

**Use a template to create messages.**

## Effective ways to present research findings

The number of channels and ways to present research findings is growing. New technologies are giving researchers the opportunity to represent their data and findings in new ways.

This element of the toolkit explores a mixture of traditional routes for communicating research findings – with tips, advice and principles provided by researchers with a track record in communications impact. It also highlights some of the new tools and techniques available.

**Read about some ideas for high impact conference presentations.**

**Complete a conference presentation checklist.**

**Learn about how to work with the media.**

**Read about creative data presentation.**

## Turning planning into action

Once you are clear on your strategic direction, target audiences, messages, what channels are best for communicating your study, etc, you will need to translate these into tangible actions. By setting out what communications will happen, and when, you can schedule activity for each phase of the study; time the communication of your findings to align with relevant events; and ensure that everyone involved in the communication of your research is acting in a coordinated way.

**Develop your communications plan with a template.**