

PLACE



### The Ivory Tower

Your engagement is destined to stay on campus, so use your existing buildings and grounds wisely, lest the location intimidate your desired footfall..

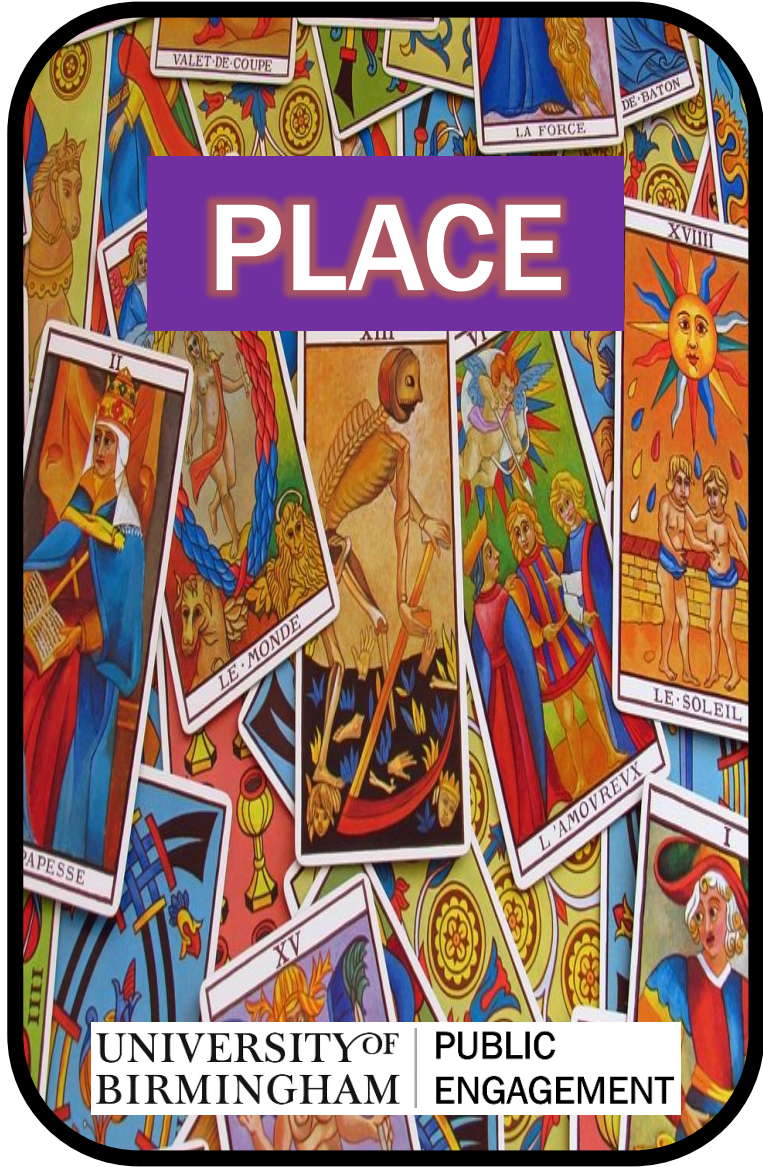
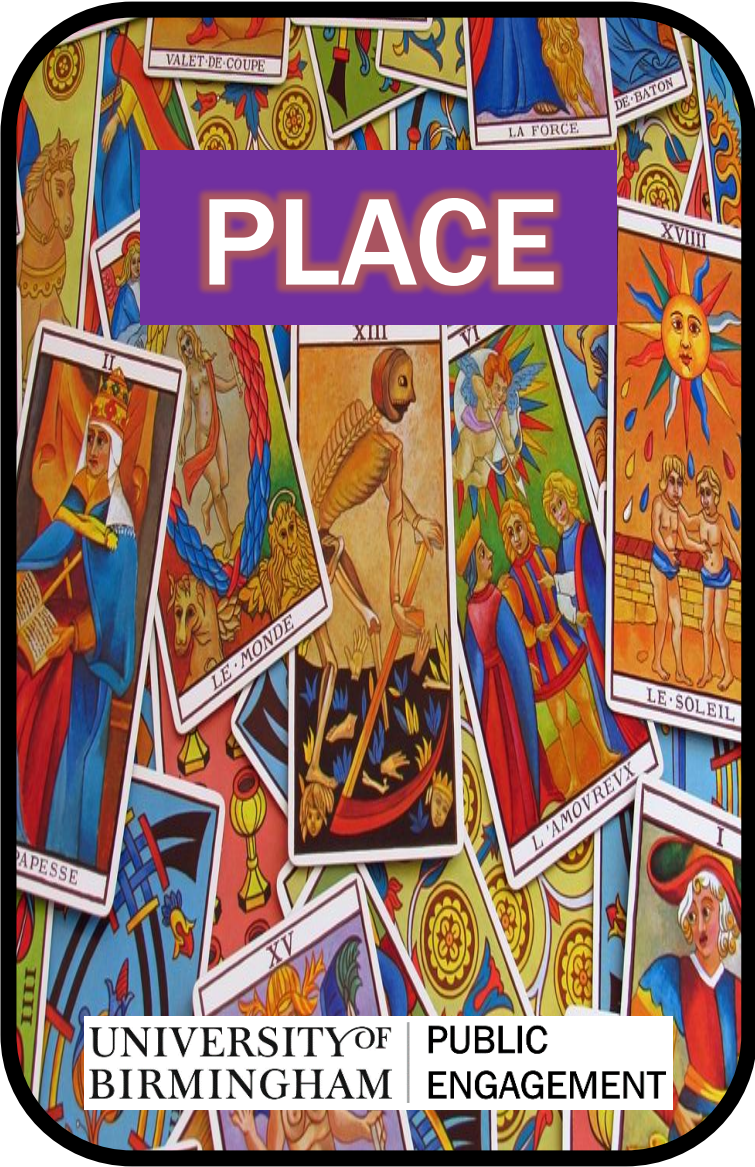
PLACE



Image credit: ezhh on Deviantart

### The City Centre

Your playground is the city centre and options abound, by both day and night. There is much to see and do, but you will have to outdo your 'competition' or better still collaborate where there is mutual benefit...



PLACE



Image credit: Lars Schmidt  
CC BY-SA 3.0

### Rural Areas

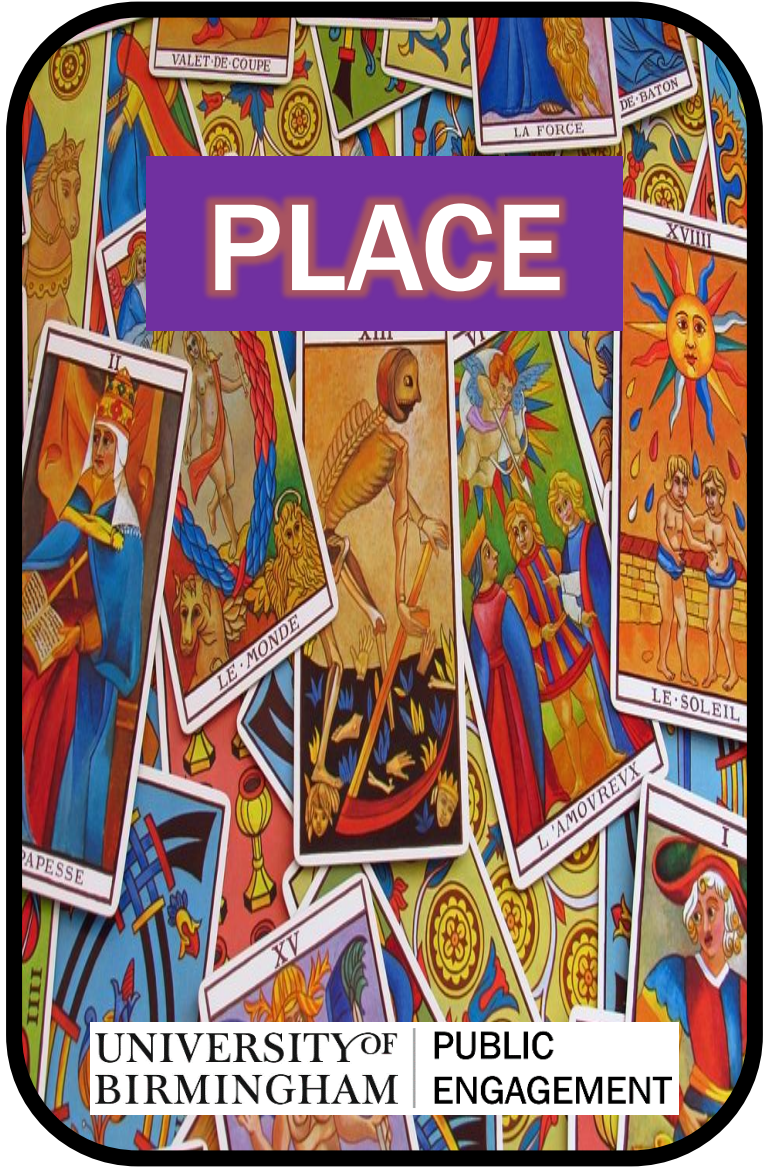
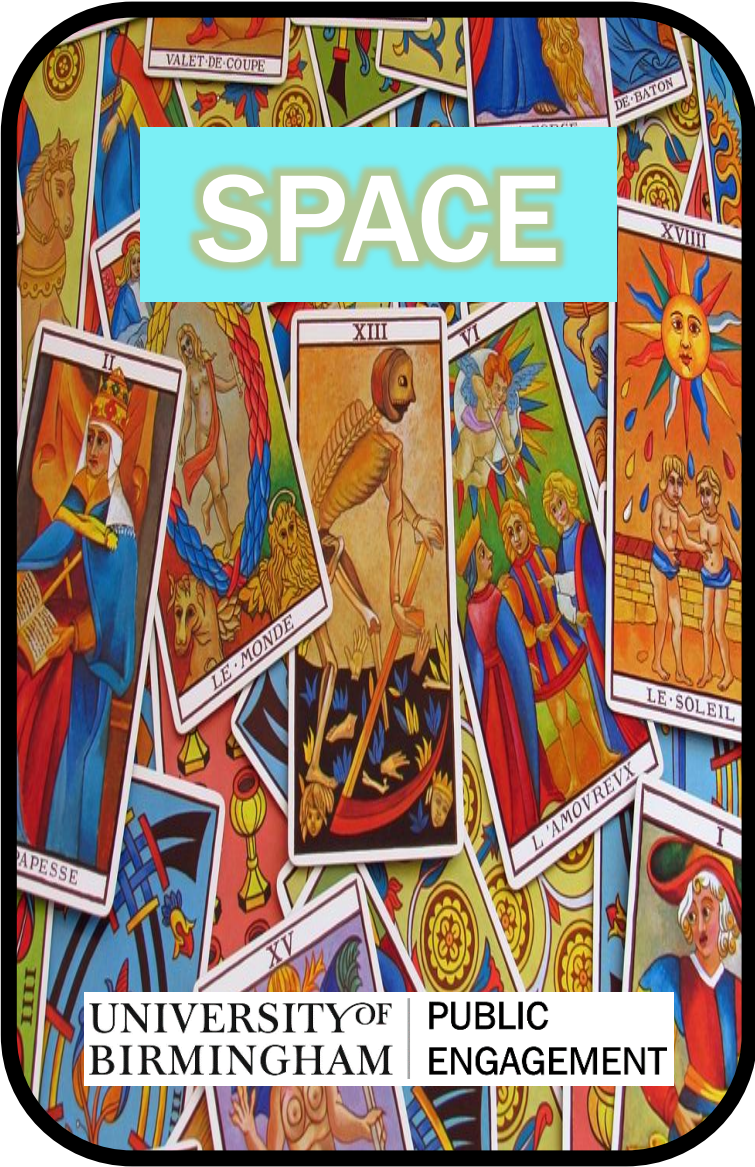
You roam free where blue sky meets green earth. Transient pleasure seekers may cross your path, especially in the summer months, but be mindful that locals may feel protective of 'their land'...

SPACE



### Community Hub / Meeting Point

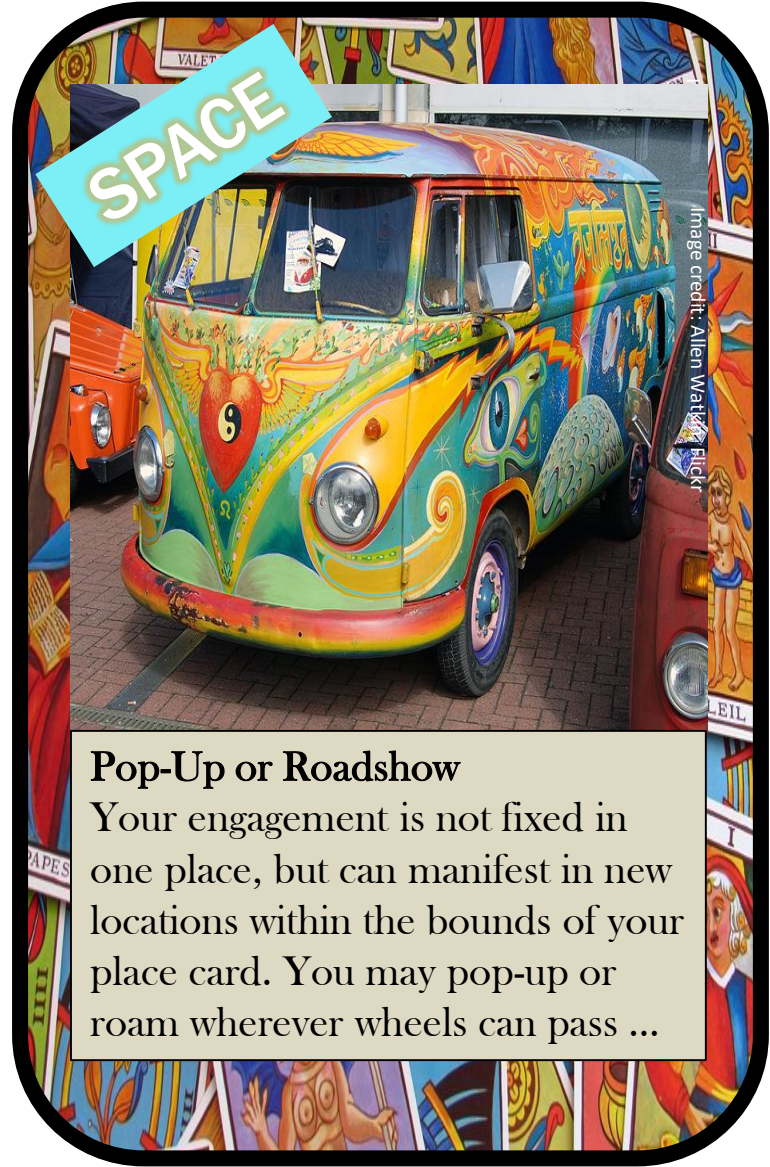
A great many people are brought here with common interests or for community celebration. These places are often also the setting for debate, unearthing and settling disagreements...





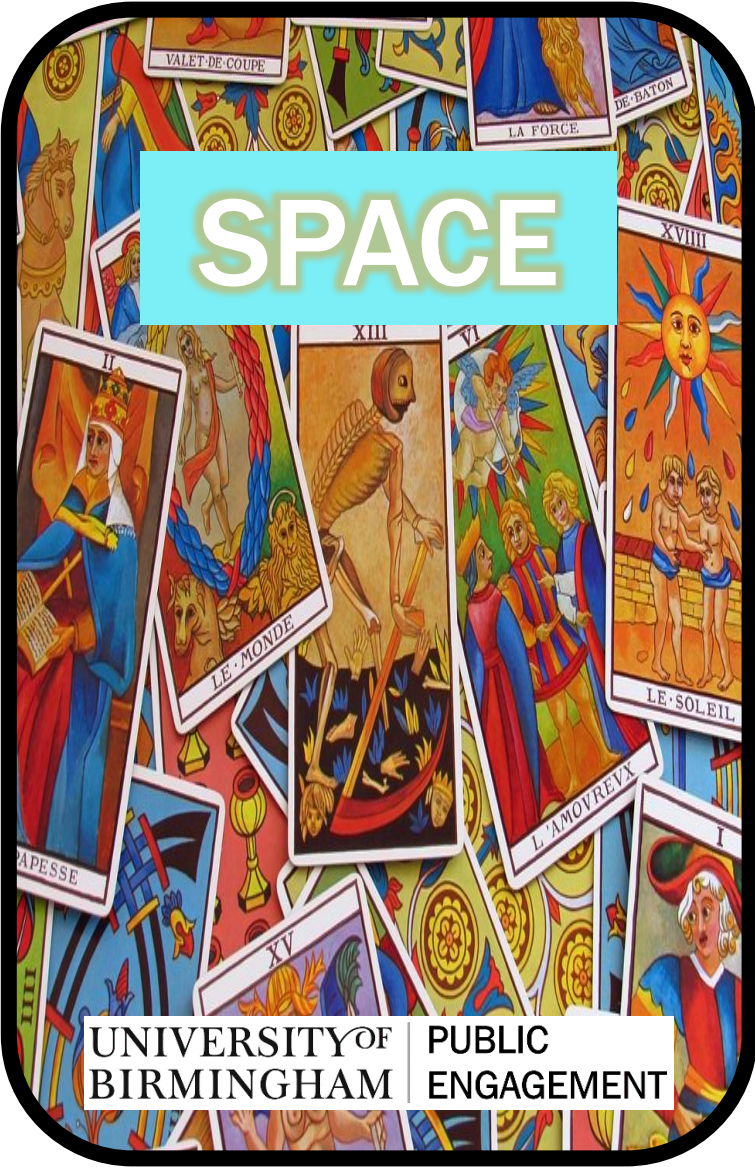
SPACE

**(Not-A-Science) Festival**  
Try something a little unusual. Some events will cater to those who want to revel in excess, whilst others may be devoted gatherings. Fear not, many folk are open to being engaged, if they feel comfortable...

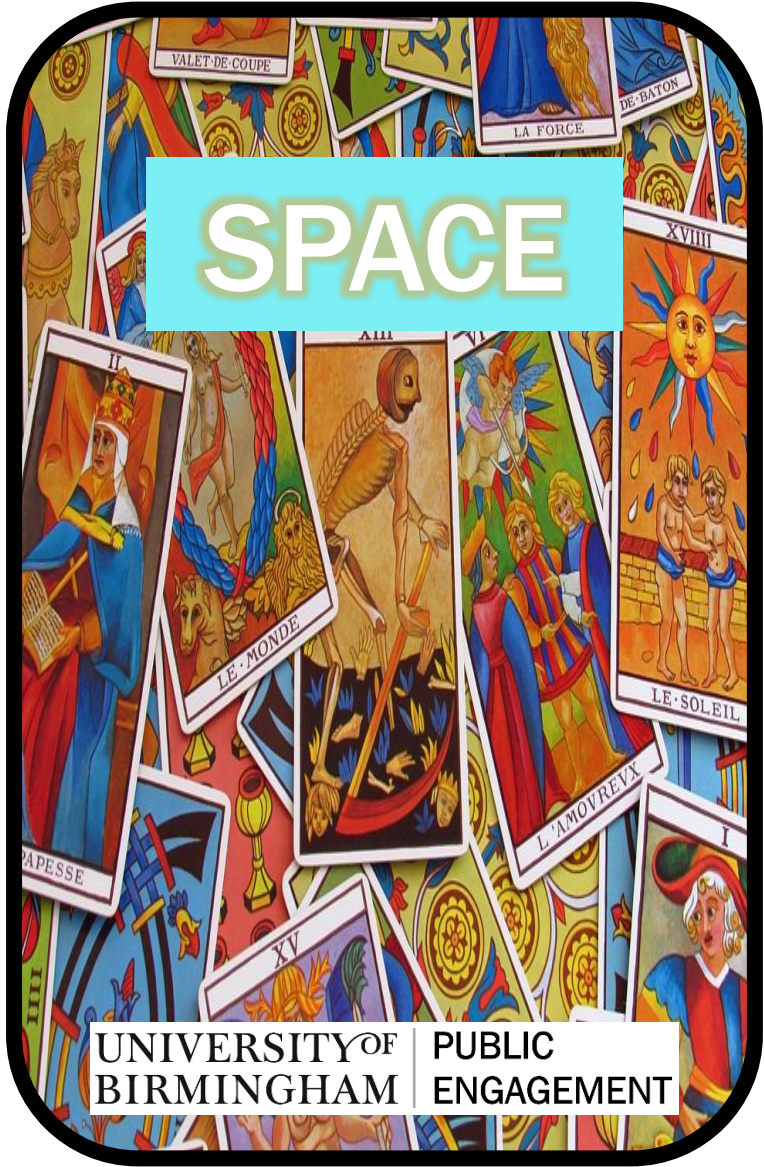


SPACE

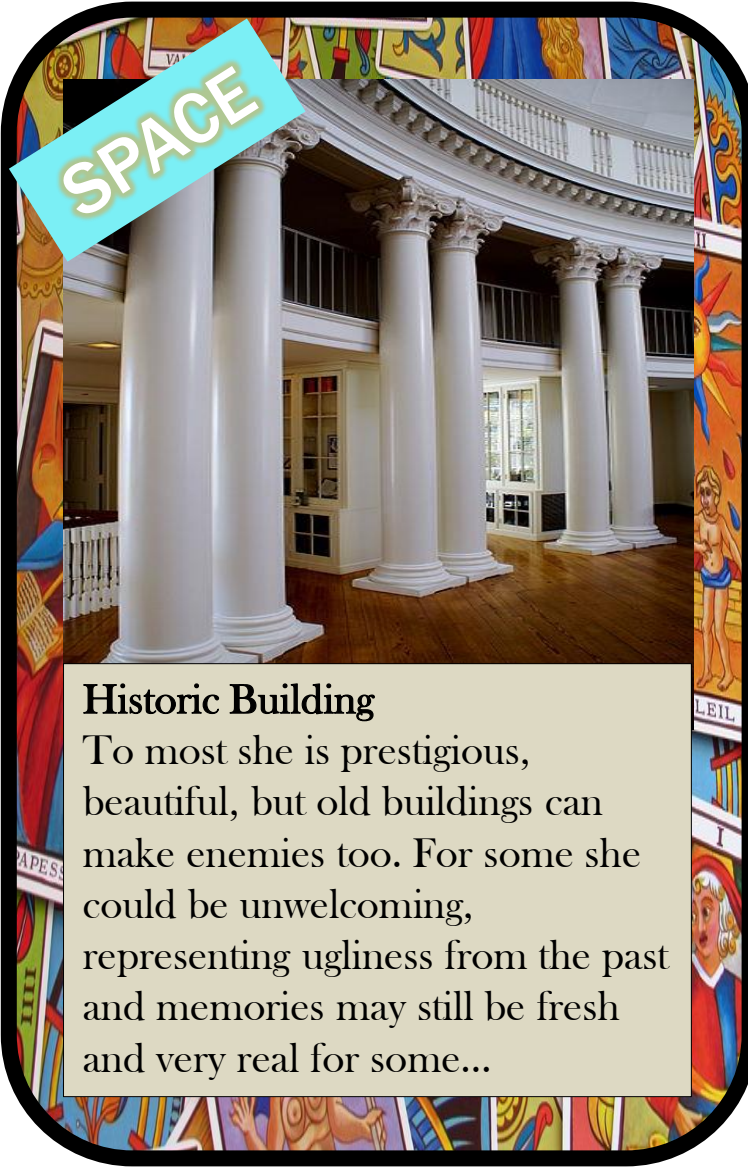
**Pop-Up or Roadshow**  
Your engagement is not fixed in one place, but can manifest in new locations within the bounds of your place card. You may pop-up or roam wherever wheels can pass ...



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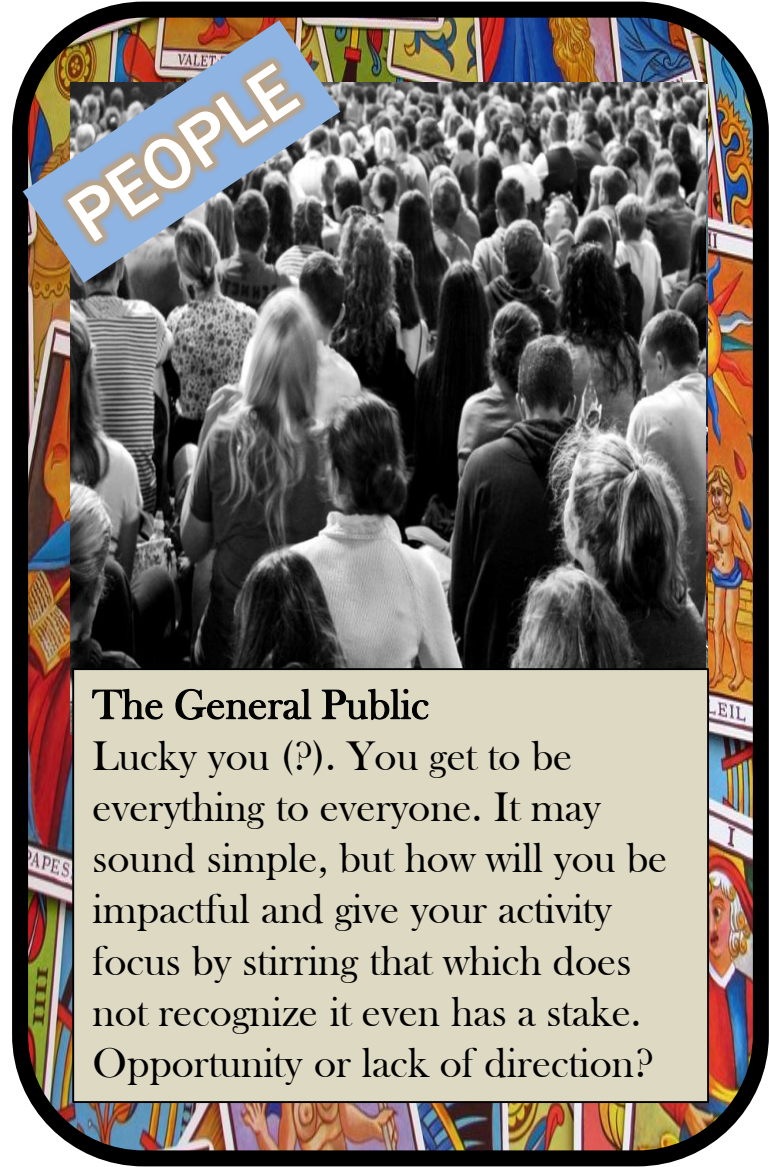


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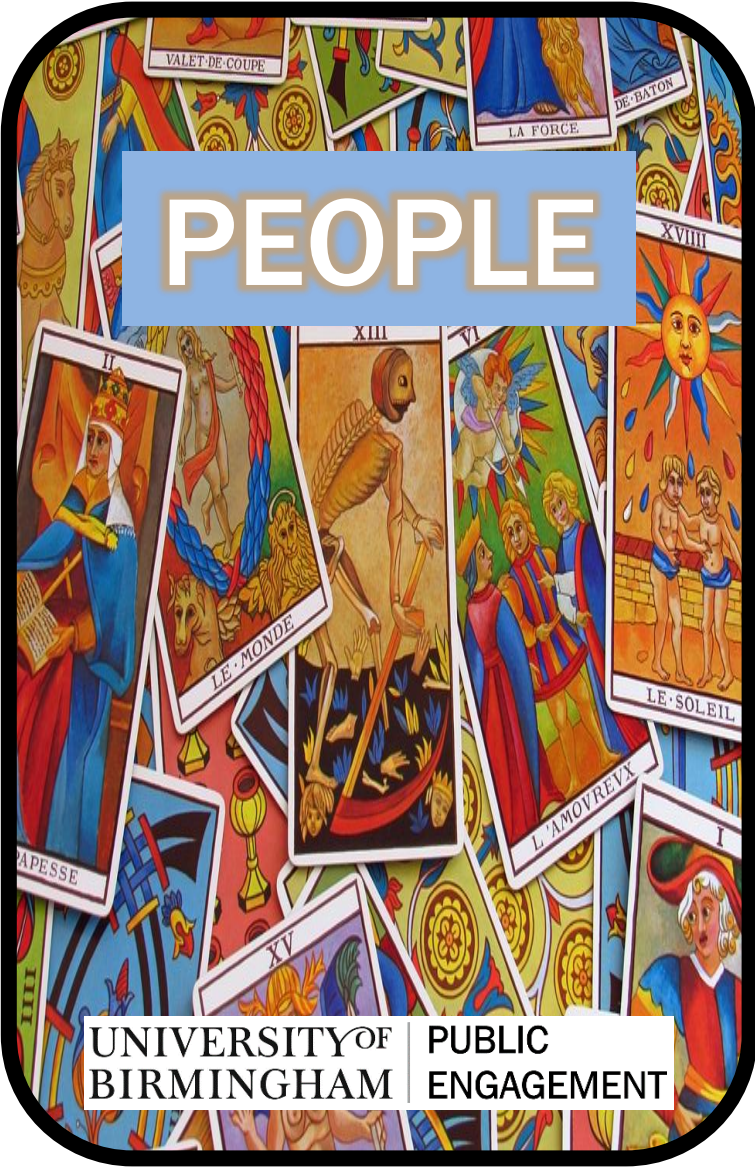
**SPACE**

**Historic Building**  
To most she is prestigious, beautiful, but old buildings can make enemies too. For some she could be unwelcoming, representing ugliness from the past and memories may still be fresh and very real for some...

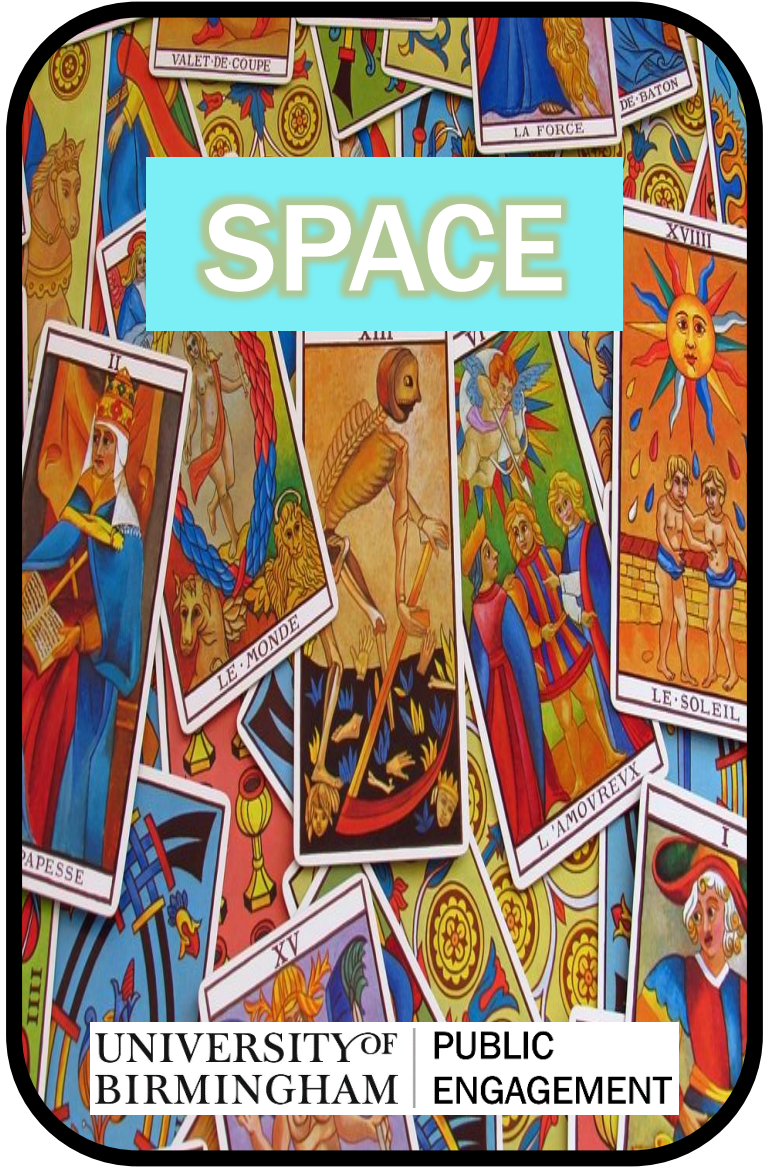


**PEOPLE**

**The General Public**  
Lucky you (?). You get to be everything to everyone. It may sound simple, but how will you be impactful and give your activity focus by stirring that which does not recognize it even has a stake. Opportunity or lack of direction?



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PEOPLE



### **The Loyal Follower**

They already love you and will come, but how will you keep this group happy whilst also introducing innovation to build the loyal 'customers' of the future...

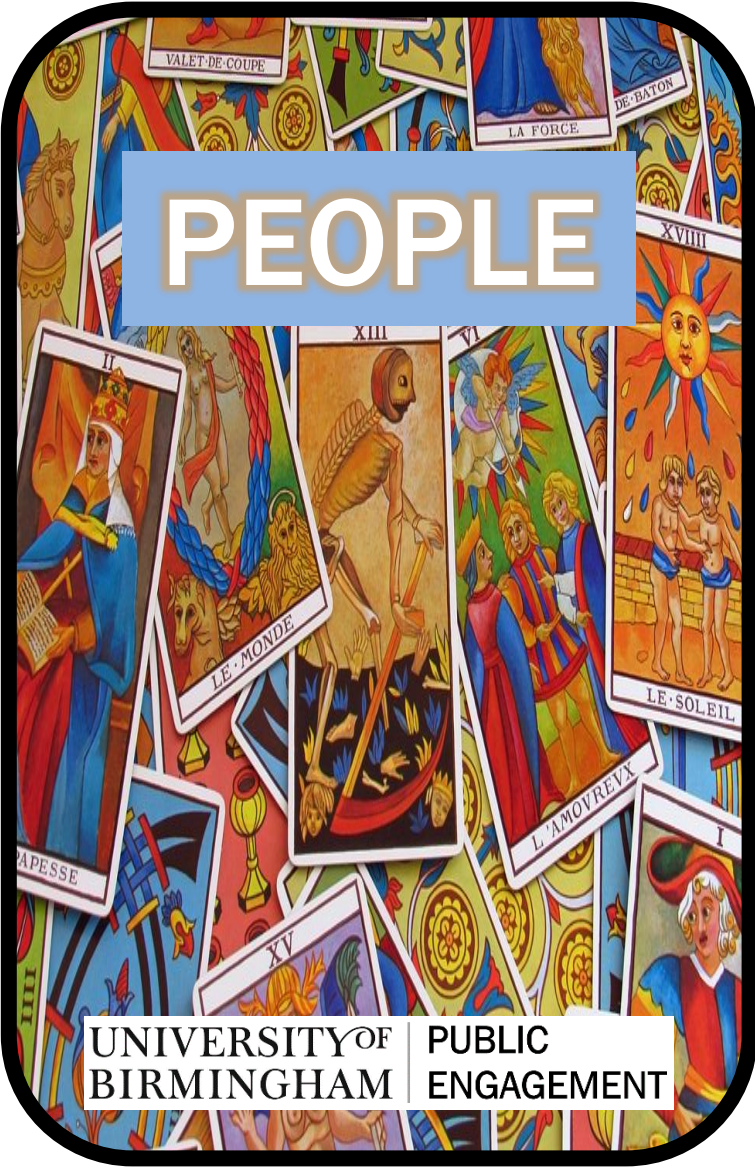
PEOPLE



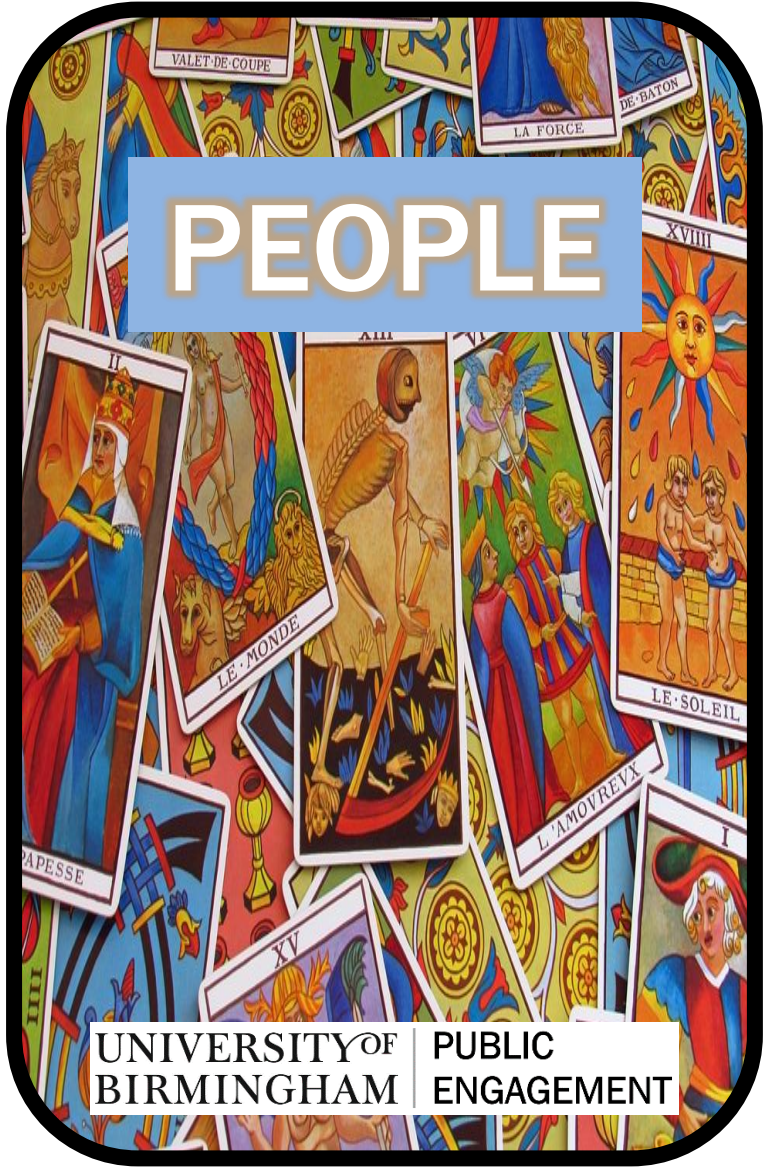
Image credit: verkeorg, Flickr CC BY SA 2.0

### **Young People 15-25**

They are younger than you and can see beyond your gaze. If you can successfully engage them they will offer up future possibilities and even teach you new ways of communicating value...



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## PEOPLE

### Families

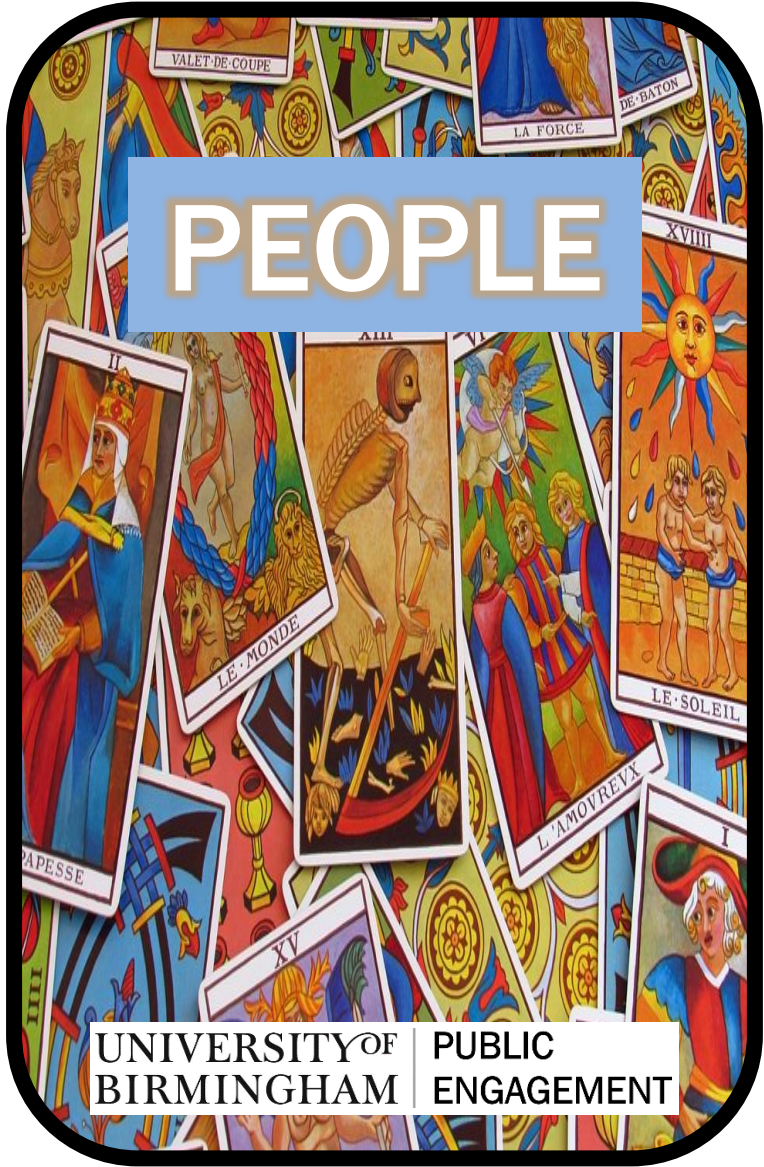
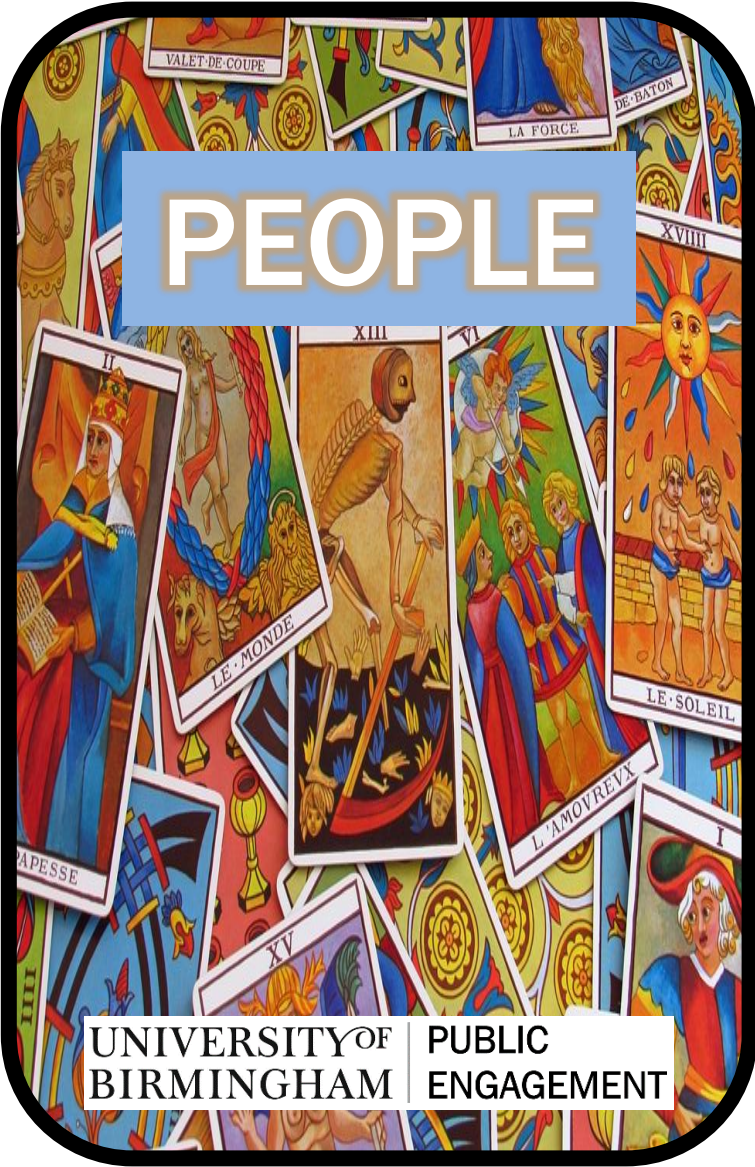
These are the jugglers of work, children and monthly bills. They have limited patience for distractions, much else to worry about, and remember you'll get nowhere if the kids don't like it. So make it easy to say yes if you seek their presence...



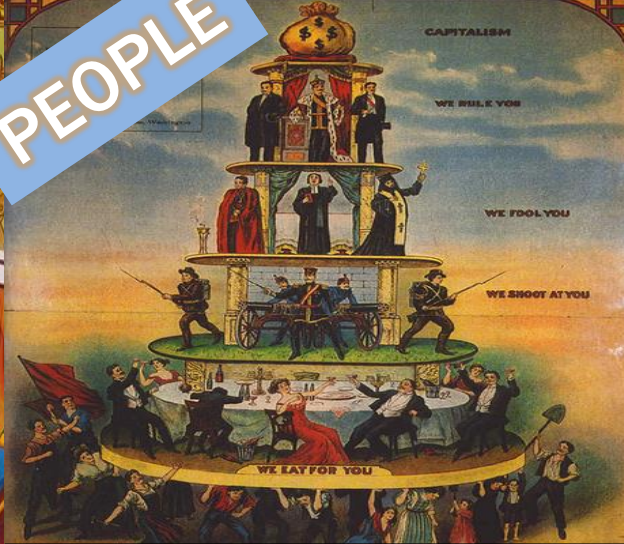
## PEOPLE

### Young Professionals

This group has the income and the adventurous, multicultural tastes to buy in to the most hare-brained ideas. But be warned, they can be fickle and have many other scintillating invitations to choose from, so make it worth their time (and Insta feed)...



PEOPLE



### Funders / Management

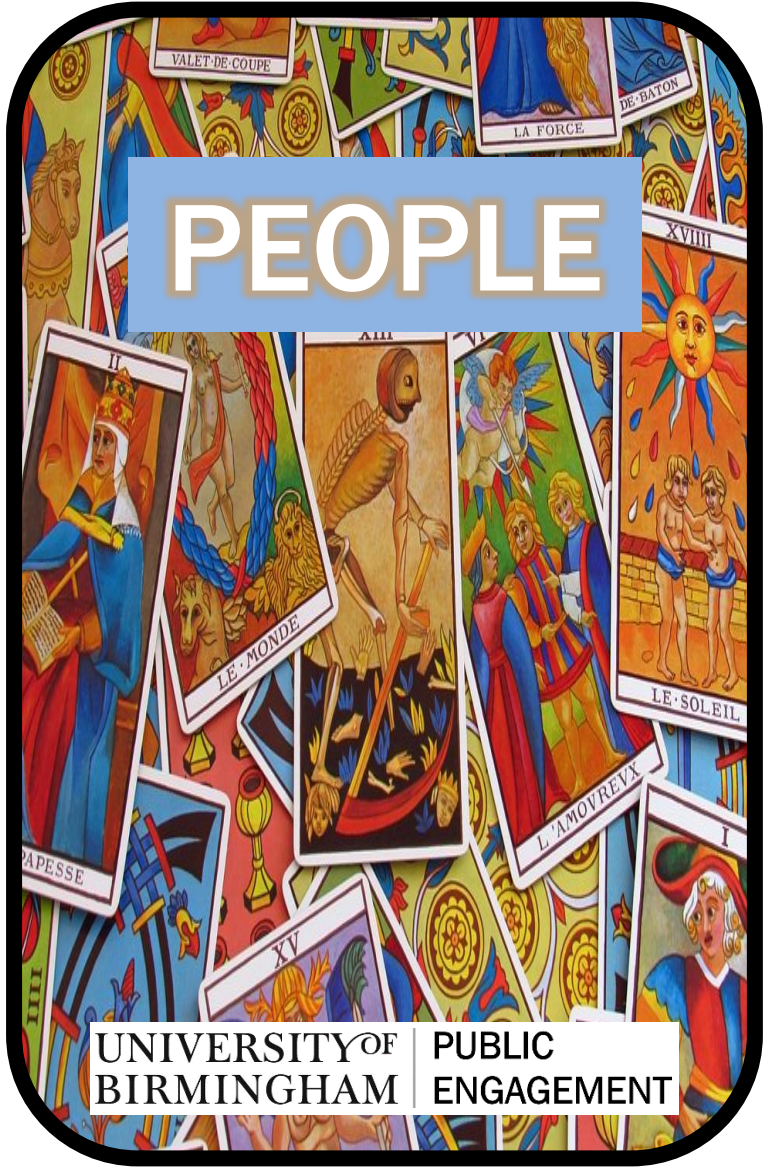
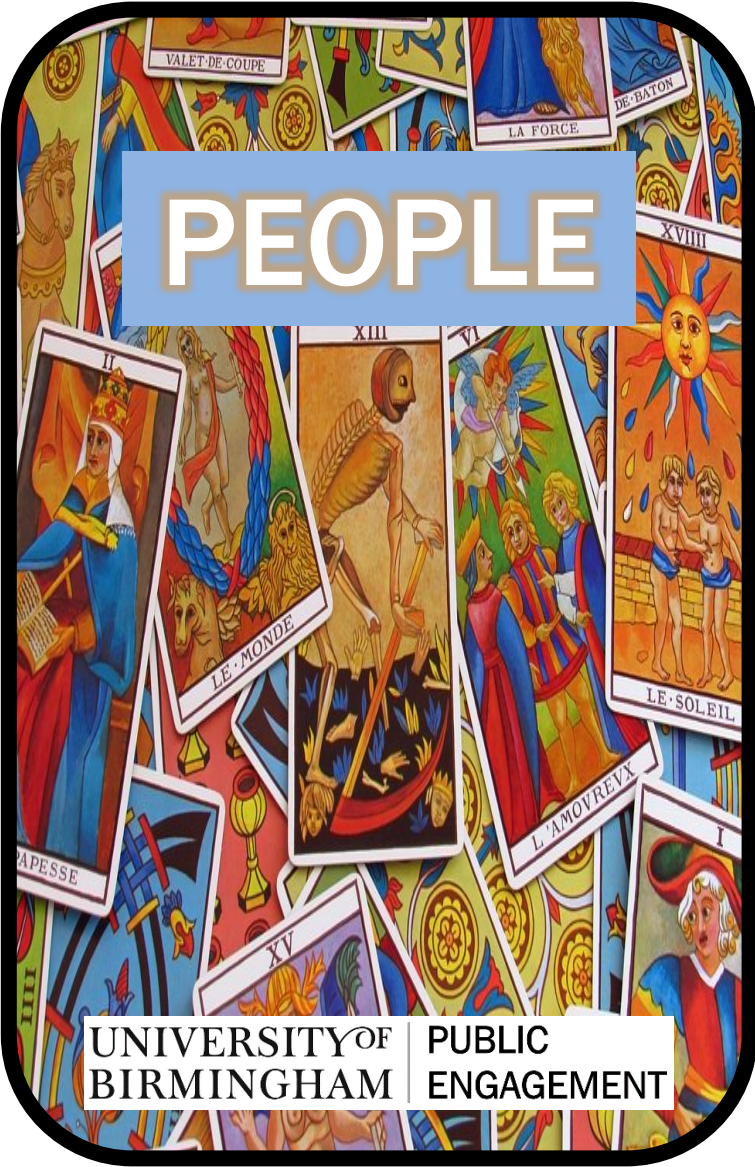
Let's not pretend an audience does not exist up high. You'd do well to see this is an opportunity to show what engagement can do; you'll need their satisfaction as much as anyone else's, for they hold the purse strings and future rewards...

PEOPLE



### People with disabilities

How will you be truly accessible on potentially limited resources?  
Remember disability includes an enormous range of visible and invisible conditions which require different considerations. Beware assumptions and tokenistic approaches ...





**PEOPLE**

**LGBT+**

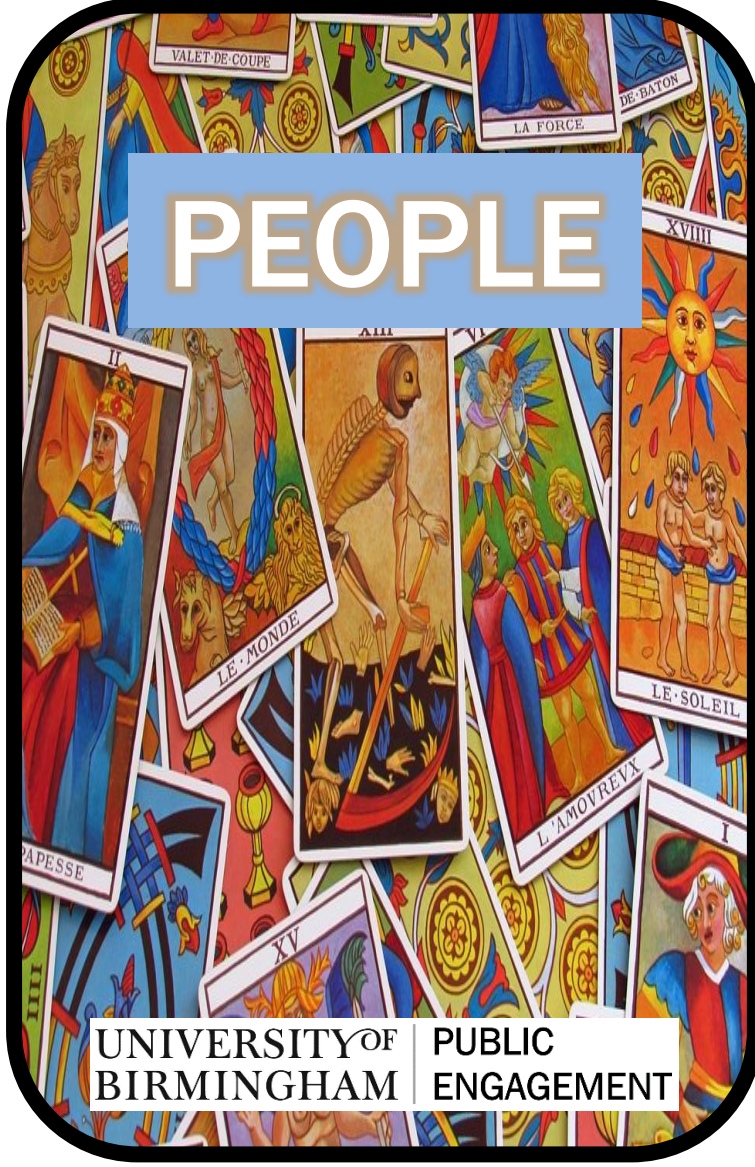
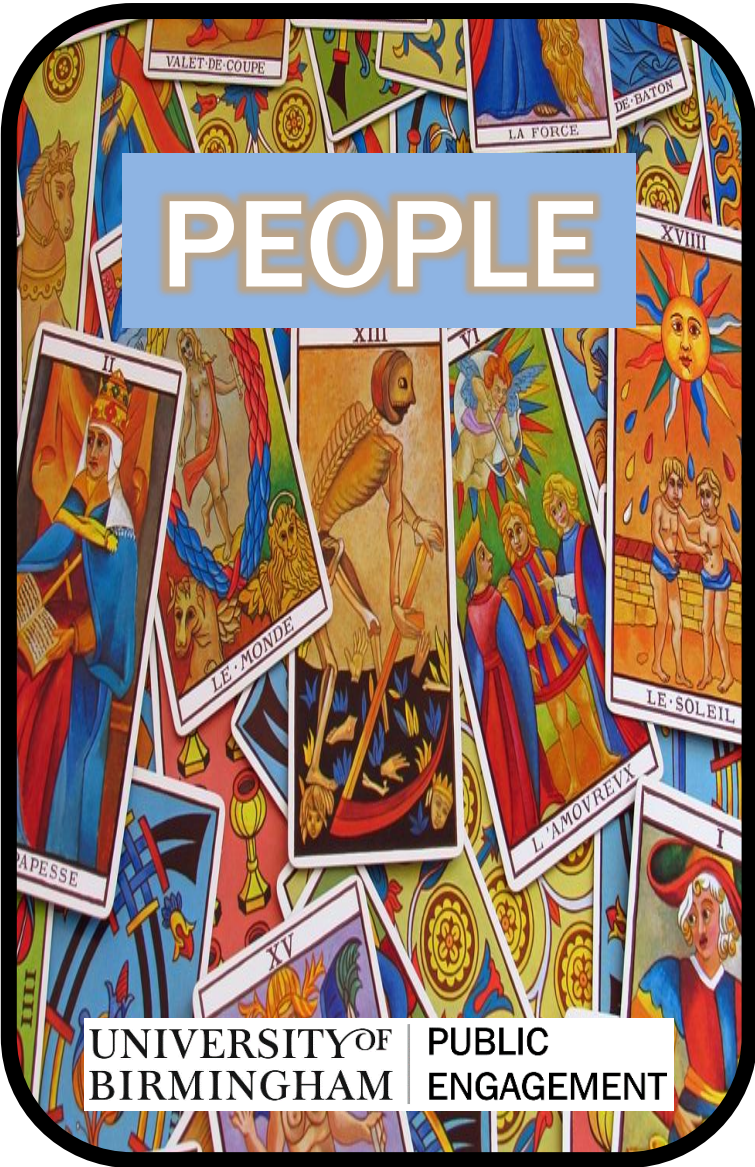
A colourful and diverse group who are sometimes still misunderstood. Most will not want to be put in a box or stereotyped, but will welcome the opportunity to express themselves and share where they feel welcome.



**PEOPLE**

**BAME**

A spectrum of nationalities, race and ethnicities are what you seek, but ask yourself why and what for? Be mindful to be genuine and acknowledge that trust can only be built over time. Parachuting in and out is to be avoided at all costs, but how on short projects?





METHOD



Image credit: woodleywordworks, Flickr, CC BY SA 2.0

### Sciart Exhibition / Installation

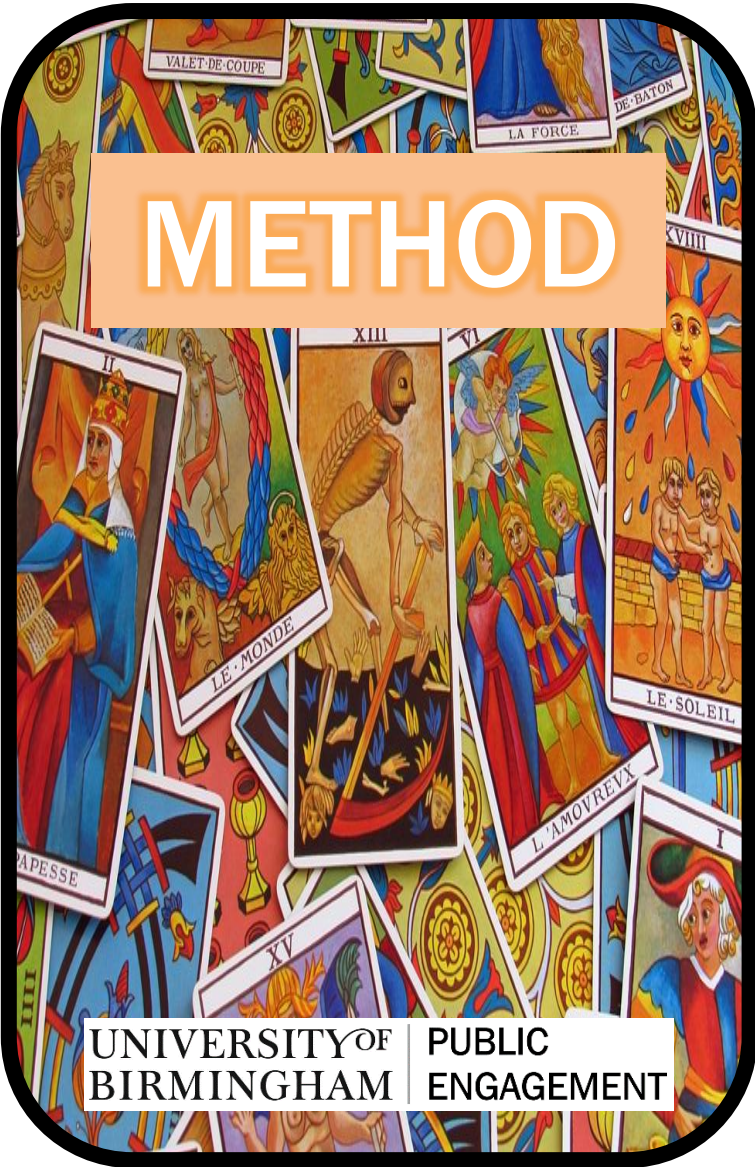
A mercurial mix of science and art can be a powerful medium for engagement when concocted well, though often may be costly. Take care to not be too high-brow, or else you risk being seen to care only for a chosen few...

METHOD

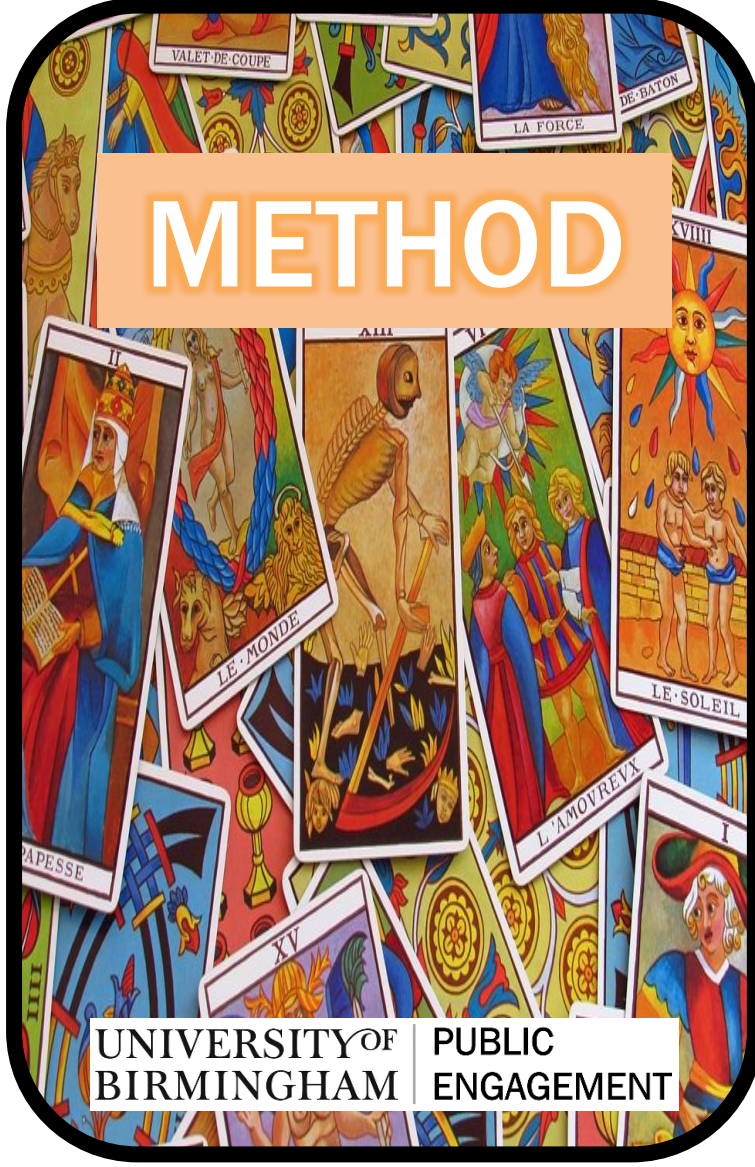


### Skills-shares / Hackathons

The transfer of knowledge and skill is not uni-directional, but how will you make time for this new learning to take place as you are likely to rely on the usual suspects who may be getting weary of being the go-to. Avoid wherever possible a single point of failure...



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## METHOD



Image credit: Geoff Gallice, CC BY SA 2.0

### **Citizen Science**

There can be great strength in numbers as what might take one a lifetime of solitary work can be made easier or more feasible where vision and ownership is shared. Be practical about what you can deliver and how to generate and retain momentum...

## METHOD



### **Public Talks / Debates**

Crowds may gather if the topic, marketing and spectacle are just right. But will they heckle or delight? You must also think about motivations of your speakers, as some may only want to know if REF-able impact is part of your offer...

A collage of various tarot cards, including 'VALET-DE-COUPÉ', 'LA FORCE', 'DE-BATON', 'LE MONDE', 'LE SOLEIL', 'L'AMOUREUX', 'L'APESSE', and 'XV'. The cards are arranged in a dense, overlapping pattern. A white rectangular box with rounded corners is centered over the collage, containing the word 'METHOD' in a bold, white, sans-serif font.

**METHOD**

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A collage of various tarot cards, including 'VALET-DE-COUPÉ', 'LA FORCE', 'DE-BATON', 'LE MONDE', 'LE SOLEIL', 'L'AMOUREUX', 'L'APESSE', and 'XV'. The cards are arranged in a dense, overlapping pattern. A white rectangular box with rounded corners is centered over the collage, containing the word 'METHOD' in a bold, white, sans-serif font.

**METHOD**

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## METHOD



### Consultation / Focus Groups

Even if they think they know it all, they don't. Making opportunity and time to listen and act on this learning should lead to increased relevance, openness and trust, but what is feasible and what will motivate people to take part...

## METHOD



Image: The Royal Society

Image: University of Birmingham

### Media Stars: TV, Radio, etc.

Many pour praise on research stars who garner media attention and they may show willingness to support your engagement work. But how will you maximise impact yet ensure two-way interaction and not alienating other keen but less prestigious engagers?

A collage of various tarot cards, including 'VALET-DE-COUCPE', 'LA FORCE', 'DE-BATON', 'LE-MONDE', 'LE-SOLEIL', 'L'AMOVEVX', 'L'APESSE', and 'XV'. The cards are arranged in a dense, overlapping pattern. A white rectangular box with rounded corners is centered over the collage, containing the word 'METHOD' in a bold, white, sans-serif font.

**METHOD**

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**METHOD**

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## METHOD



Image credit: City of Seattle Community Tech cc by SA 2.0

### **Co-Production / Collaboration**

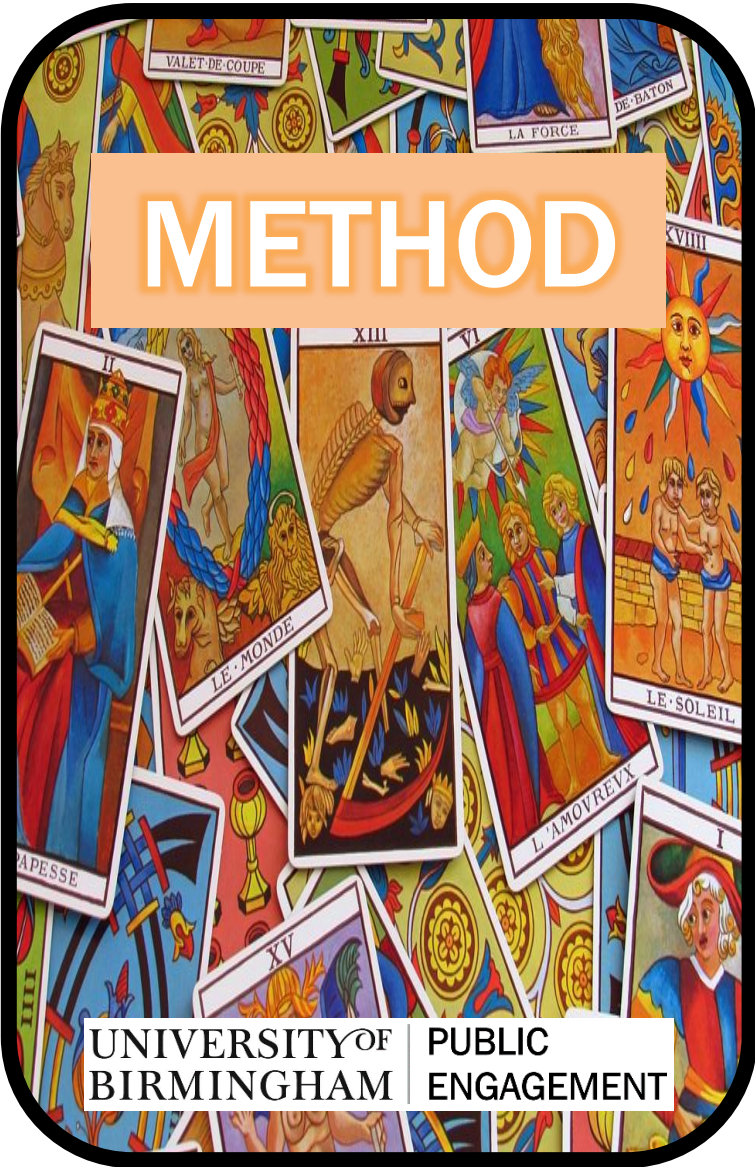
More collaboration and co-production is being sought for fairer influence, and words like 'interdisciplinarity' may be whispered too, but what does this mean in practice and how will you use your place and space to bring this to life...

## METHOD

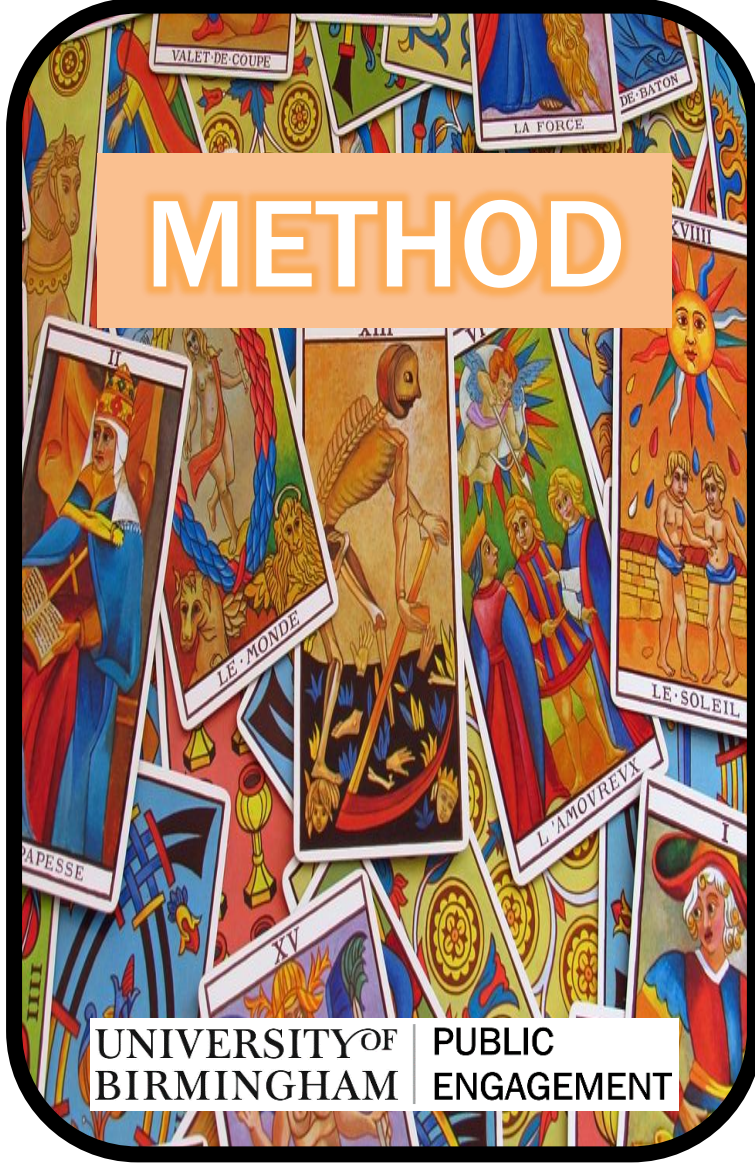


### **The Conference Tag-On**

Researchers and organisers alike are warming to the idea of opening up their stuffy halls and suites to the public. But while many are tempted to add a sprinkling of PER, how can it be done well and without any dreaded posters?



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RESEARCH  
THEME



### Sky

Yes that's right. Yours is the most esoteric of themes... you can take it any direction and be as interdisciplinary as you like, but how will it hook researchers and audiences to take a gamble on what could be perceived as leftfield, irrelevant or airy-fairy...



RESEARCH  
THEME



### Choked!

Catching people's attention can be difficult. In an age of clickbait, perhaps provocation is the best approach? Connect your audience with hard-hitting research and impacts of rising CO<sub>2</sub> levels and related themes and remember that no press is bad press...



**RESEARCH  
THEME**

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**RESEARCH  
THEME**

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**RESEARCH  
THEME**

**Environmental Preservation for  
Future Generations**

A noble theme and one which most (including those in power) can get behind, but with so many competing priorities, challenges and interests how will you animate so worthy a problem that feels far-off and insoluble?



**RESEARCH  
THEME**

**Children's Lung Health**

A rather specific theme could feel quite narrow. How will you look beyond the obvious, working with those who can innovate current engagement approaches whilst also capitalizing on readymade calendar opportunities or collaborations...



**RESEARCH  
THEME**

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**RESEARCH  
THEME**

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**RESEARCH  
THEME**

### **Spoilt for choice**

Pick a research theme or area of your choice!

.....

Image credit: Pete Souza – Official White House Photo

**OH NO!**

### **Change in Leadership**

You were just starting to like ‘em, but now the big-wig championing the project is bolting off to pastures new. You’ve started the work and need something to show, not to mention partners’ expectations. How will you make the most of a bad situation...



# JEOPARDY

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# RESEARCH THEME

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OH NO!

Image credit: lucky\_sun, CC BY SA 2.0

## REF “Death”

The REF cycle is drawing to a close and the academics only want to know if your activity is “REF-able” and going to lead to instant impact (unlikely) or extend their reach and significance. And if it takes up too much time and effort, then you might as well forget it.



OH NO!

## Up in Smoke!

There’s been a major set-back and your space can no longer be used - perhaps a festival has been cancelled, you’ve been bumped for a VIP or a venue is knee-deep in water! How will you salvage the work so far and what avenues and appetite are there for taking things forwards...

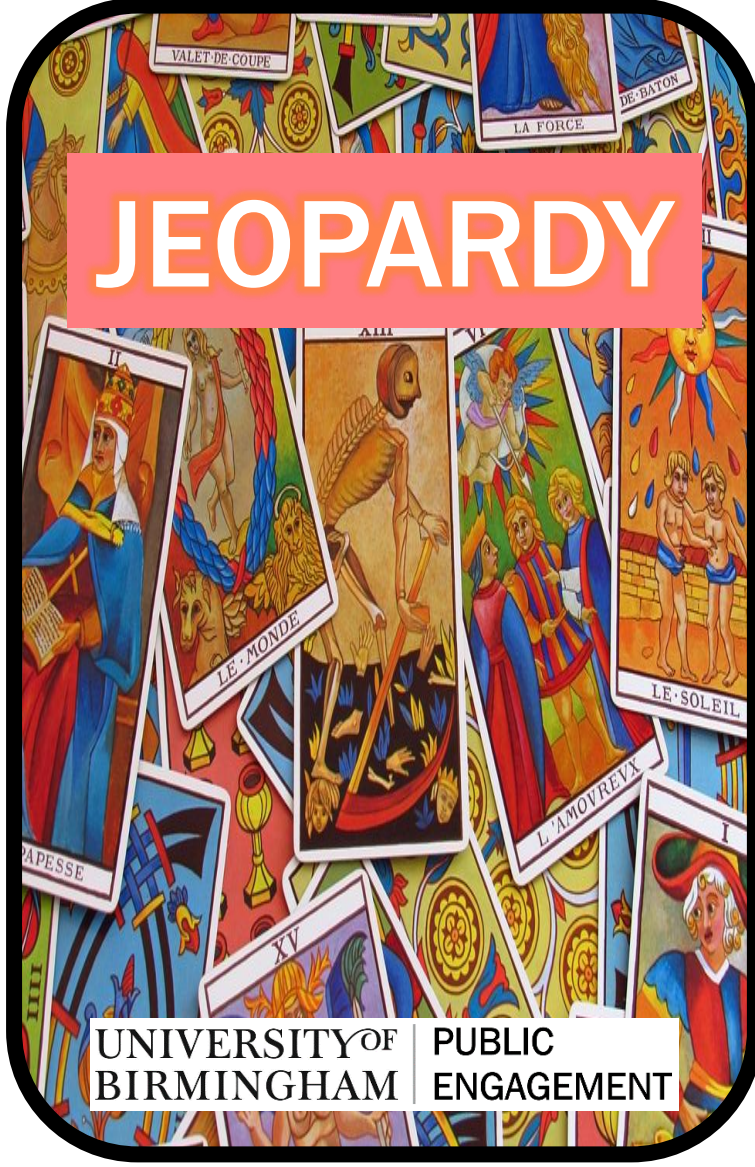
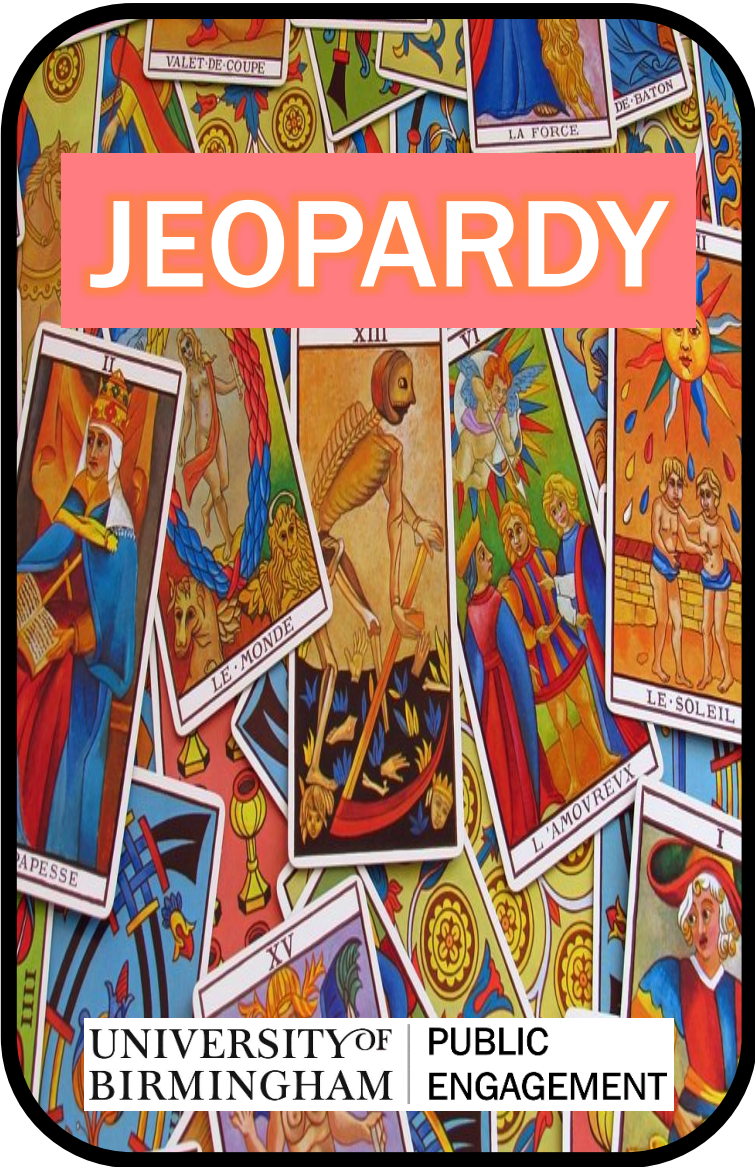






Image credit: Joe Mabel, CC by SA 3.0

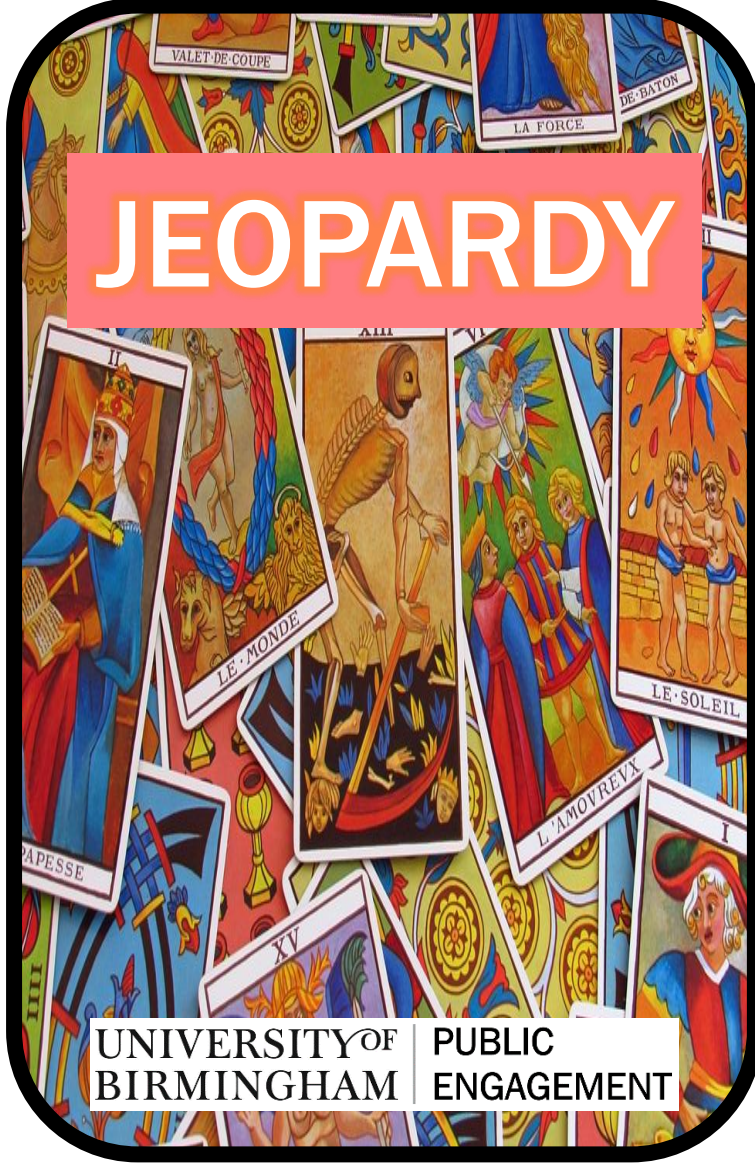
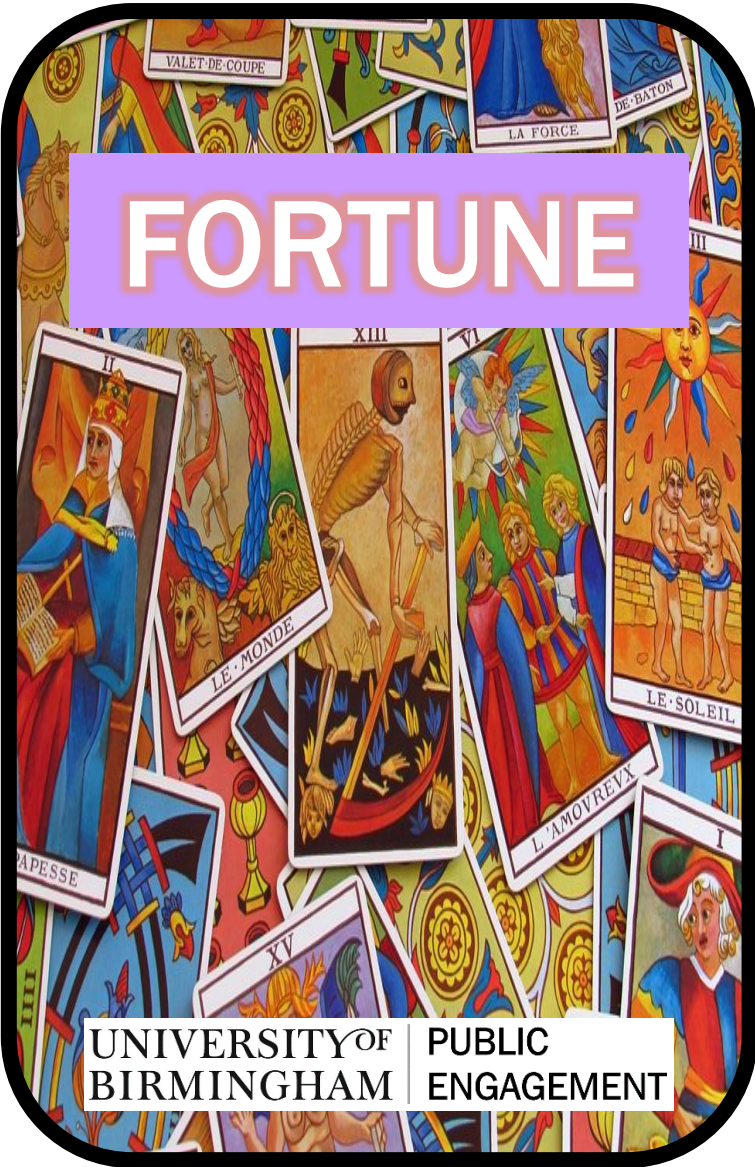
### Major Clash!

Just your luck, a major national opportunity (think cultural, sporting, political events) has opened up nearby which could be great, but it's going to clash with all of your scheduled plans. Is there a way to link to their theme or host satellite activity far from the main site of action....



### Money, Money, Money

You've done something right as a windfall of £100,000 has now been given to your team to increase ambitions and activity linked to your project. How will you adapt your plans and build in sustainability and legacy for when the cash eventually runs out...





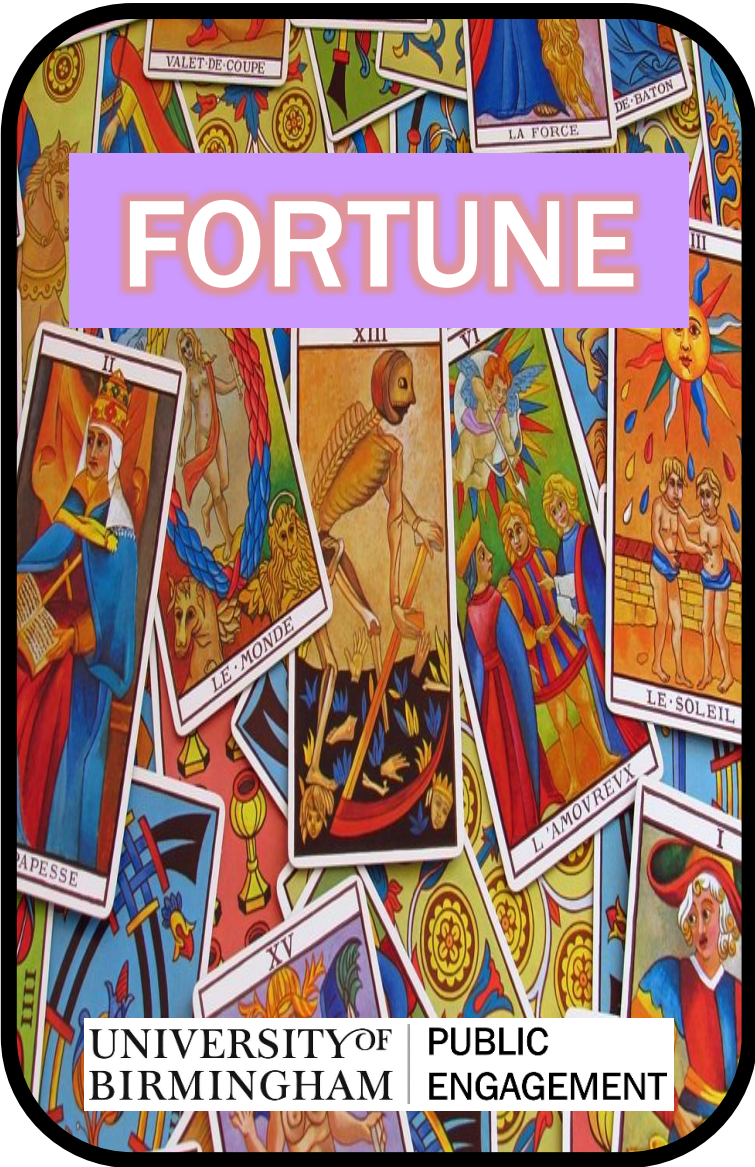
### Breaking News

A breakthrough from your organization has hit the headlines and the researchers involved are some of your key engagement champions - bonus! How will you make the most of their newfound fame and the public interest in between all the their press interviews etc...

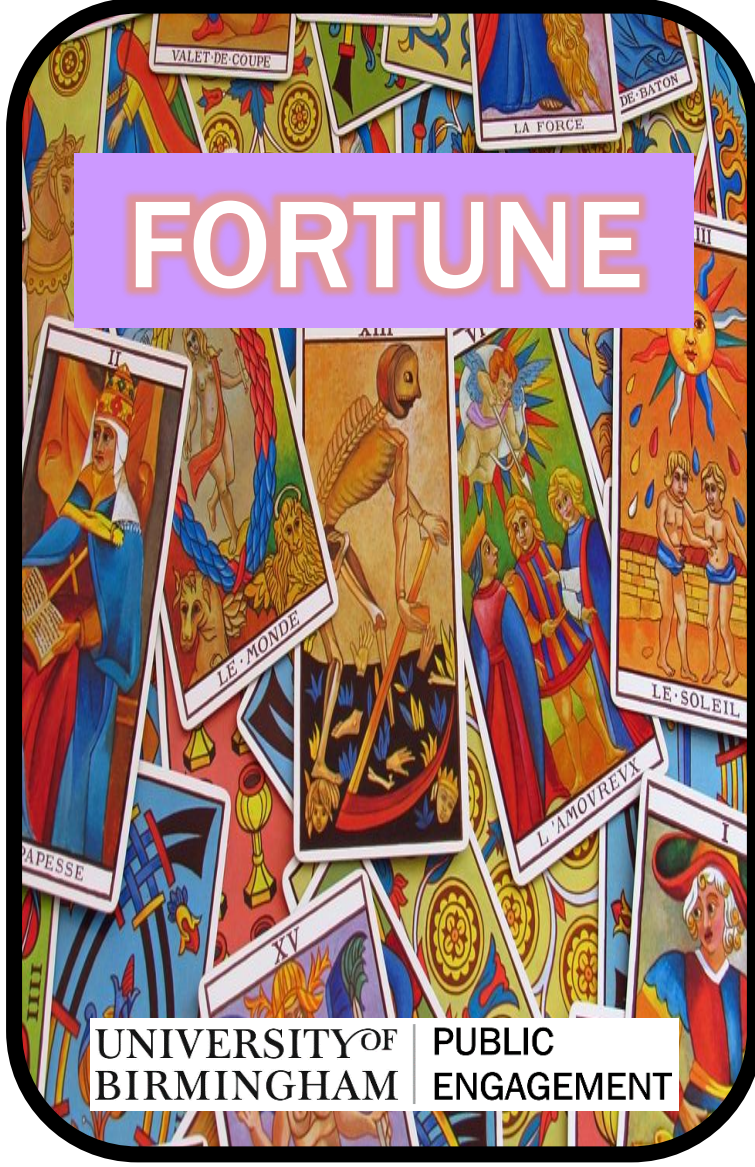


### Reward & Recognition

Major shake ups now mean that researchers will be better rewarded and recognized for high quality engagement. It could be work load allocation points, promotions, or maybe a new VC award scheme and you sit on the panel of assessors...



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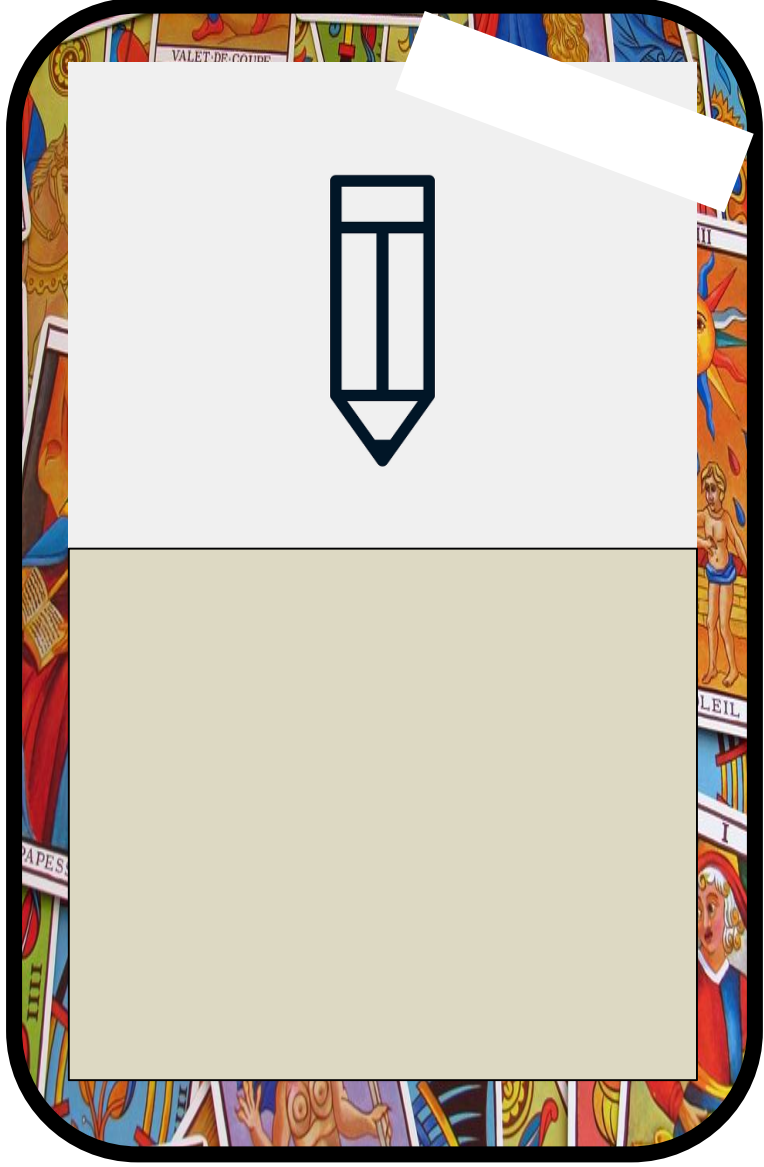


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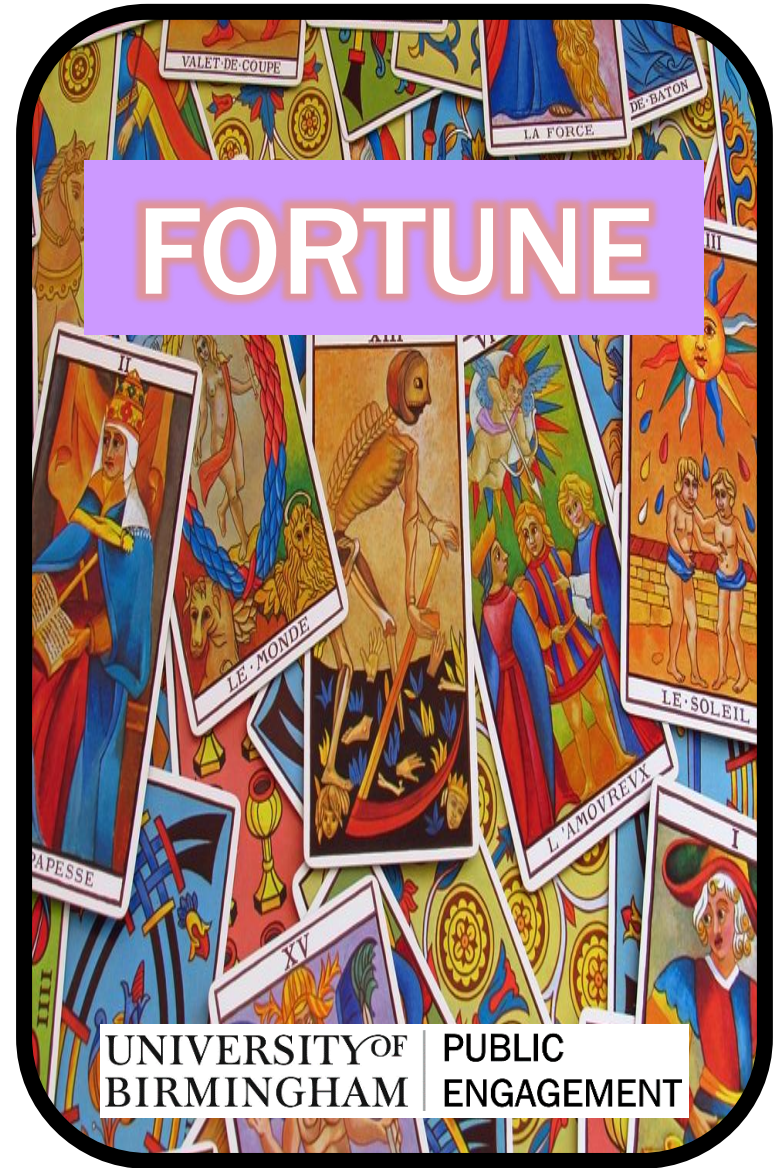
Image credit: Kevin Hale, CC by SA 2.0

**Flavour of the Week**  
Great news, your project has just become someone's new favourite and they've got enough power and influence to help you take what you are doing to the next level. How will you capitalize on the opportunity whilst you have this potentially only fleeting moment of attention...





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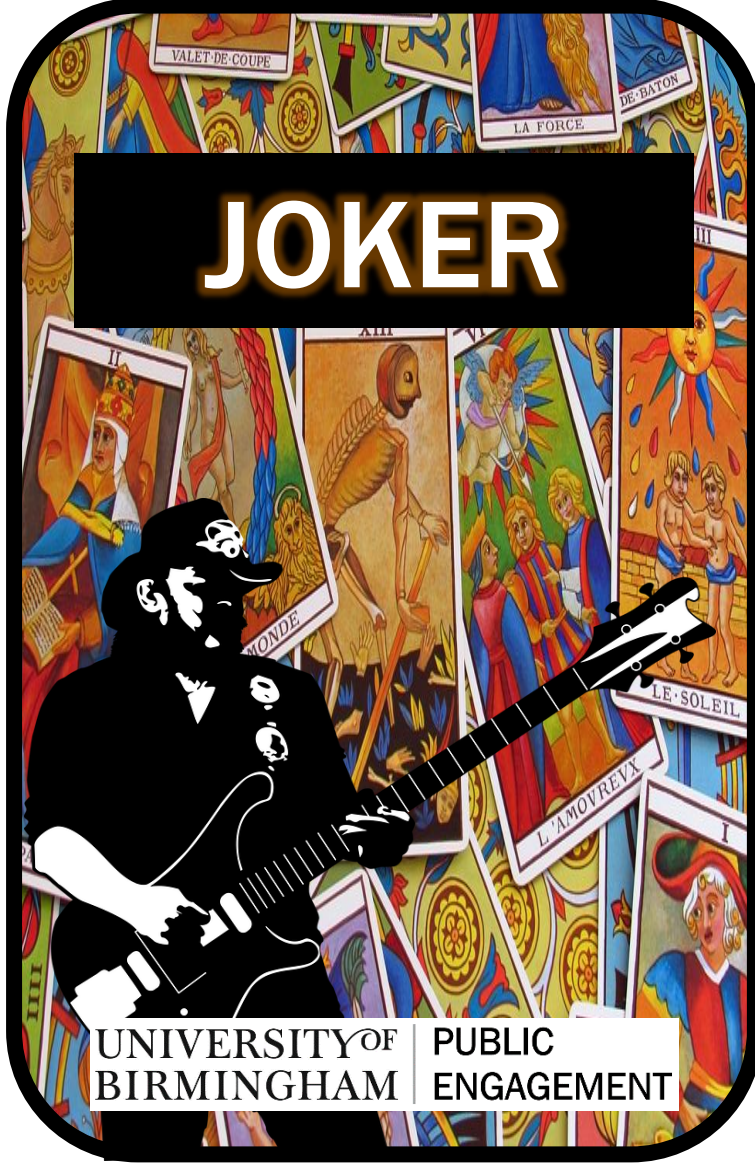
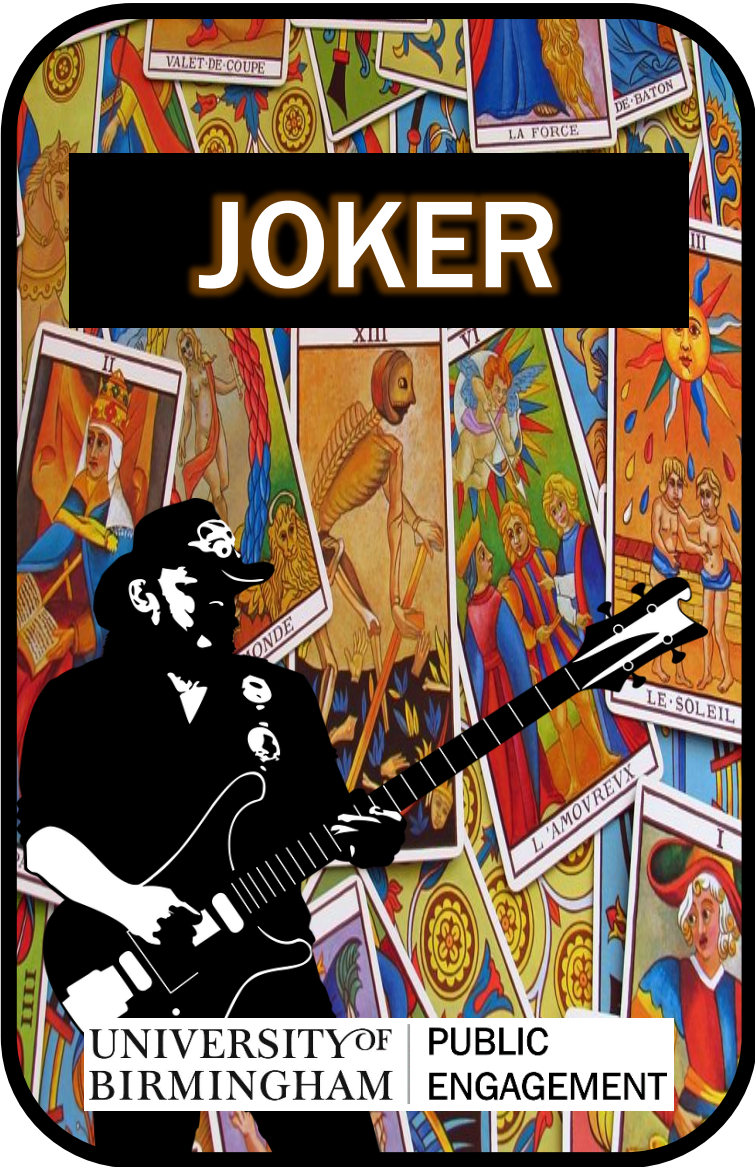
**Don't Forget Your Joker!**

Sometimes we all have to draw the line. Where do you say no and flip the suits in order to end up with a better hand in the long run?



**Don't Forget Your Joker!**

Sometimes we all have to draw the line. Where do you say no and flip the suits in order to end up with a better hand in the long run?





# Public Engagement Tarot Card Deck

Scene (Locality setting): 3 Place Cards – choose 1

Place (Venue type): 4 Space Cards – choose 1

People (Target Audience): 6 People Cards – choose 2

PE (Desired/Dictated Activity): 7 PE Cards – choose 2

Jeopardy (Bad luck): 4 cards – choose 1 (halfway through session)

Fortune (Good luck): 4 cards – choose 1 (halfway through session)