

## WHY IS STORYTELLING IMPORTANT?

Storytelling is a powerful way to engage, inform, persuade, and create connections between people.



## WHAT CAN IT BE USED FOR?

- Influence potential non-academic partners
- Create exciting new ways to share your research
- Deliver engaging presentations to a range of audiences
- Write persuasive grant applications and funder reports
- Enhance REF case studies

## Storytelling with Impact: Visuals

In this workshop, run by Nifty Fox, you'll learn how to create impactful infographics to engage diverse audiences. The session will cover

- 1) why visuals work
- 2) how we can distil content into distinctive, easy to understand messages
- 3) design theory
- 4) how to use Canva and Shorthand (accessible to all Royal Holloway Researchers).

All workshop attendees will be given access to free resources and templates after the session.

*This course is part of the Storytelling with Impact series, a collaboration between the SSIA and the Engaged Humanities Lab*

### Date and time:

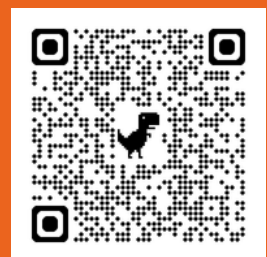
October 30th 10:30am - 1:30pm

### Location

RHUL Campus, room TBC

### Who can attend?

Any Social Sciences, Humanities and the Arts for People and the Economy (SHAPE) researchers



Scan to find out more and register



<https://www.royalholloway.ac.uk/research-and-teaching/industry/working-with-us/social-science-impact-accelerator/>



[SocialScienceImpact@rhul.ac.uk](mailto:SocialScienceImpact@rhul.ac.uk)