



PhD Impact Sprint:

ENGAGING, COMMUNICATING, AND MEASURING IMPACT

THREE-DAY RESIDENTIAL IMMERSIVE WORKSHOP
CASALE LA STERPAIA, TENUTA DI SAN ROSSORE, PISA

PROGRAMME

FIRST DAY - JUNE 29, 2026

9:30 Arrival and check-in

10:00 – 13:00 Lecture “Impact Evaluation
Methodologies” Gabriele Tomei

Qualitative vs. quantitative approaches

Theories of Change

Social and cultural impact indicators

Lunch

14:30 – 16:30 Lecture “Operational Tools” Giuseppe
Pellegrini

Development of shared indicators

Stakeholder mapping and engagement

Data collection

Monitoring and reporting sheets

17:00 – 19:00 Workshop “Designing and Measuring
Impact” Giuseppe Pellegrini

Dinner

SECOND DAY - JUNE 30, 2026

9:30 – 11:30 Workshop “Designing and Measuring Impact” Claudio Pettinari

11:30 – 13:30 Lecture “Practical Communication Tools: Public Speaking, Social Media and Digital” mod.1 Gabriele Altobelli

Structuring an effective pitch

Clarity and synthesis techniques

Use of examples and storytelling

Lunch – Picnic

14:30 – 16:30 Lecture “Practical Communication Tools: Public Speaking, Social Media and Digital” mod.2 Roberto Nardini

Managing non-academic audiences

How to translate academic content for social media

Differences between platforms and languages

Basic editorial plan for a research project

Engagement metrics

Dinner with Simona Bargiacchi

THIRD DAY - JULY 1, 2026

9:30 – 11:30 Lecture “Science Communication and Public Engagement: Principles of Scientific Communication” Francesca Scianitti

Difference between dissemination, communication, and public engagement

Adapting the message to different audiences and Impact storytelling

11:30 – 13:00 Workshop

Lunch

14:30 Feedback and Closing Remarks