

Three-day residential immersive workshop

“PhD Impact Sprint: Engaging, Communicating, and Measuring Impact”

Course Description: Three-day residential programme, from 29 June to 1 July

Location: [Casale La Sterpaia](#), Tenuta di San Rossore, Pisa

First day – June 29, 2026

9:30 Arrival and check-in

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

Qualitative vs. quantitative approaches (and when to use them)

Theories of Change (Theory of Change)

Social and cultural impact indicators (not only economic)

Lunch

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

Development of shared indicators

Stakeholder mapping and engagement

Data collection (surveys, interviews, narrative evidence)

Monitoring and reporting sheets (e.g. models used in universities affiliated with APEnet)

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

Participants, divided into groups, choose (or are assigned) a project case. They define impact objectives and involved stakeholders; build a mini Theory of Change by identifying 2–3 quantitative indicators and 2–3 qualitative indicators. They propose data collection tools.

Dinner – Barbecue

Second day – June 30, 2026

9:30 – 11:30 Lecture “Practical Communication Tools: Public Speaking, Social Media and Digital”
mod.1

Structuring an effective pitch

Clarity and synthesis techniques

Use of examples and storytelling

11:30 – 13:30 Lecture “Practical Communication Tools: Public Speaking, Social Media and Digital”
mod.2 – **Lecturer Fabiano Catania**

Managing non-academic audiences

How to translate academic content for social media (LinkedIn, X, Instagram)

Differences between platforms and languages; Basic editorial plan for a research project

Engagement metrics (and their limits as impact indicators).

Lunch – Picnic

14:30 – 16:30 Workshop

17:00 – 19:00 Team Building

Dinner

Third day – July 1, 2026

9:30 – 11:30 Lecture “Science Communication and Public Engagement: Principles of Scientific Communication” Lecturer: to be defined

Difference between dissemination, communication, and public engagement

Adapting the message to different audiences (policy makers, citizens, schools, media)

Impact storytelling

11:30 – 13:00 Workshop

Lunch

14:30 Feedback and Closing Remarks