

# NEW: Kudos Impact Masterclasses for Sponsorship

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January 2019

## Kudos impact masterclasses: publishers supporting authors

Kudos is launching a new series of quarterly author masterclasses to help authors navigate the shifting research impact landscape. This series of quarterly webinars will be **sponsored by publishers**, giving you the opportunity to offer **high-value content** to your authors, with **your branding front and centre**.

### Benefits for authors:

- Helps authors understand how the changing research impact landscape is likely to affect them and how they can respond to ensure continued funding and tenure success;
- Provides authors with an up-to-the minute overview of the latest tools and channels available to them to improve the visibility of their work including services like ORCID;
- Helps authors gain confidence in using social media and improve their knowledge of copyright-compliant sharing;
- Equips authors with a simple framework they can apply to write effective communications plans for grant applications;
- Gives authors guidance and support in how to engage audiences outside of academia to improve the real-world impact of their work.

### Benefits for publishers:

- Support and educate your authors in improving their impact, both before and after publication;
- Target specific groups of authors or society members that you wish to support and/or reward with additional high value services;
- Build your brand visibility with current and potential new authors;
- Utilise branded materials before and after the course for ongoing marketing and broader author engagement programmes;
- Benefit from the combined PR with Kudos will ensure high visibility for your support of the research community in developing new skills.

## About the Impact Masterclasses

Each Kudos masterclass will comprise a 30-minute programme of educational content together with a workbook that can be referenced after the course, and reused in publisher blogs and other communications. Publisher branding will feature strongly on the masterclass slides and support materials – recordings and materials will be available to sponsoring publishers (depending on level) after completion of each course.

We have planned the following masterclasses for 2019:

### 1. An overview of research impact and why it matters

Giving authors a clear overview of the shifting impact agenda – how funders are responding, what new measures of impact are emerging and the skills and knowledge researchers are increasingly going to need to optimise future funding and career success.



## 2. Writing a communications plan for funding success

Guiding researchers through the basic process of writing an effective communications plan, particularly related to a grant application, covering goals, audiences, messaging, channels and evaluation.

## 3. Effective dissemination to optimise reach and visibility for your research

Introducing researchers to the wide range of tools and services available to them, through which they can improve the visibility and impact of their work, with guidance given on copyright-compliant sharing and how to improve workflow through use of services like ORCID etc.

## 4. Engaging broad audiences outside of academia for real-world impact

An introduction to getting the attention of broader audiences such as policy makers, industry, educators, the media and public – adapting messages, writing styles and channels to evidence and improve real-world impact.

We anticipate delivering the masterclasses\* in March, June, September and December 2019 – to a specific timetable agreed with each sponsoring publisher. Each masterclass will be delivered in two time zones, with unrestricted participation (although a publisher can cap this if you wish to only make this available to a select group of authors, members of a society etc.). In addition, this masterclass series can be adapted to individual publisher needs, if for example, you wish to add bespoke content and/or have staff jointly deliver the course.

\*Note that while Kudos may be referenced within these masterclasses, it will not be a focus – instead we will be providing a general overview of the many metrics and channels available to authors through which to disseminate their work.

## How to participate:

Kudos is offering several levels of participation as follows:

**Lead:** your branding on all slides and materials, content adapted specifically for your audience and to highlight your products and services with course content delivered by Kudos (and publisher staff if required). No restriction on numbers of researchers attending and no restrictions on reuse of the resulting webinar records and materials. List prices start at £15,000 for sponsorship of all 4. Contact us to discuss your requirements and for more detailed pricing.

**Partner:** publisher branding leads on all course slides and materials with Kudos named as partner for delivery of the courses. No restriction on numbers of researchers attending and no restrictions on reuse of the resulting webinar records and materials. Price is £2,500 per sponsored masterclass (delivered twice to accommodate time zones) or £9,000 for sponsorship of all 4.

**Co-sponsor:** Kudos-branded course slides and materials with all co-sponsoring publishers\* referenced collectively on the course slides and materials and in PR activities promoting the masterclass series. Price is £1,000 per sponsored masterclass or £3,500 for all 4. Reuse of course content and materials available for additional price, if required.

\*we require a minimum of two co-sponsoring publishers per masterclass before a session will run.



## Why this is needed:

Researchers are struggling to understand what the changing research impact landscape means for them. Their need for support and guidance is clear, as shown in results from a recent Kudos survey, which received over 7,000 responses from researchers all over the world:

Key findings include:

- **Researchers spend a significant amount of time undertaking dissemination to support the impact of their work:**
  - 23% spend a day a week or more (20% of their time) on dissemination activities
  - 25% spend 2-4 hours per week on dissemination
  - 18% spend an hour a week on dissemination
- **Researchers do their own dissemination with very little support from other roles within their universities; others in their research group are the main contributors:**
  - 25% of researchers do 100% of their own dissemination; a further 36% do 70-90% of their own dissemination
  - 61% of researchers say that no support is provided by their institution relating to dissemination and impact activities
- **Reaching audiences outside of academia is now almost as important to researchers as communicating with their peers**
  - 63% say it's important for them their work to be available to journalists, 67% policy makers, 65% industry, 82% educators and 72% the public
- **There is clear demand for more support in planning, actioning and reporting on dissemination and other outreach activities:**
  - 81% of researchers would find it useful to have help in planning, actioning and reporting on dissemination activities.

By sponsoring a webinar series, publishers can demonstrate support for their authors in becoming aware of the issues and learning new skills that are likely to shape their funding and career success in the future.

Kudos has spent five years working closely with researchers, research groups, funders and universities in understanding the dissemination and impact landscape and will translate this knowledge into short and engaging masterclasses that will help researchers learn how they can influence more directly the performance of their publications and projects.

