Designing Your Value Proposition - Advantage Workshop

Date
Thursday April 22, 2021 2:00pm to 3:00pm

Description

Presenter: Amy Skeoch

This workshop introduces U of G research teams to tools that will clearly communicate the potential impact of their work and enable them to write value-focused grant applications. Teams will also discover how clear communication and persuasive value propositions can mobilize teams and external partners more successfully.

In this FREE online workshop, U of G research teams will:

- Craft project descriptions to effectively communicate pertinent information using a step-by-step process; and
- Articulate, both verbally and in writing, why solving specific research problems matters and should be supported.

Please register via the Eventbrite page. A meeting link will be emailed to registrants prior to the workshop.

Questions? Contact accel@uoguelph.ca
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Attachment(s)

Attachment	Size
Standard Size.Banner.Website.Adv_.Wrksp_.jpg	691.16 KB

Alert Classifications**Category:**
Workshops and Events

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Humanities
Information and Communications Technology
Physical Sciences and Engineering

Social Sciences