

## How to Demonstrate the Value of Your Research: Advantage Workshop

Date

Thursday February 11, 2021 2:00pm to 3:00pm

### Description

Presented by: Amy Skeoch

This interactive online workshop introduces U of G research teams to tools that will allow them to 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 workshop, 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 for this free workshop via the [Eventbrite page](#). The webinar link will be emailed to registrants prior to the event.

Questions? Contact [accel@uoguelph.ca](mailto:accel@uoguelph.ca)

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Physical Sciences and Engineering

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