

IMPERIAL

Societal Engagement

Engagement Day 2025

Creating lasting impact

26 November | #EngagementDay2025

9:30-10:00

Registration and refreshments

10:00-10:25

Welcome and scene-setting

- Professor Maggie Dallman OBE, Associate Provost (Societal Engagement)
- Professor Peter Haynes FREng, Provost and Deputy President
- Dr Amy Seakins, Head of Engagement (Evaluation and Capacity Building)

10:25-11:20

Keynote and Q&A | Reimagine, Reengage: unlocking imagination and creativity for impact

- Tom Doust, Associate Director, [Institute of Imagination](#)

Exploring the power of imagination as a driver of meaningful engagement and drawing on the work of the Institute of Imagination and their partners, this interactive keynote invites participants to step outside their everyday context and experience creativity through playful activities.

We will consider how imagination can be nurtured, and why agility and openness are vital in engagement approaches. Participants will leave with new insights, practical tools, and renewed confidence to embed imagination and creativity into their own practice.

Welcome to Engagement Day—an opportunity to share knowledge and experiences related to societal engagement!

Today we will hear from inspiring speakers, meet like-minded colleagues, and discuss how we can have positive and meaningful impact through our engagement activities.



11:20-11:40

Break and refreshments

11:40-12:40

Panel and Q&A | Impact – getting to the heart of what’s important

Impact is a term that’s often used but rarely fully understood. What does ‘good’ impact look like? What type of impact should we be striving for in our own engagement?

Three inspiring panellists share their experiences and advice for how to approach impact, whatever the scale of your engagement and whatever the size of your budget!

- Mohammed Attaur Rahman, Founder and Chief Executive Director, [Rochdale Science Initiative CIC](#)
- Katherine Mathieson, Director, [Royal Institution](#)
- Dr Lesley Paterson, Director, [Mesh Associates](#)
- Vicky Brightman-Hahn (Chair), Director of Public Engagement, Imperial College London

12:40-13:35

Lunch and networking

Drop by the stands in The Stadium to learn more about:

- [Public and Community Engagement](#)
- [Schools Outreach](#)
- [The Patient Experience Research Centre](#)
- [NIHR Research Support Service](#)

13:35-14:35

Deep Dive discussions

- **Planning your impact story** | The Terrace
- **Impact: a brief history** | The Stadium
- **Enhancing impact through collaboration** | The Collaboration Room

14:35-14:55

Break and refreshments

14:55-15:45

Lightning Talks

Fast-paced presentations from Imperial staff and students on:

- **The Pimlico Connection: A journey of tutoring across five decades** | Dr Jennifer Cooke, Mentoring and Tutoring Programmes Manager, and Dr Corinne Hanlon, Special Projects Manager
- **What the Tech?!** | Samuel Lambert-Dale, Community Engagement Officer
- **The art of learning by doing** | Lili Gyopár, Undergraduate Student
- **Let’s work it out on the remix** | Siobhan Markus, Head of Impact Management, and Alexandra Rayner, Science Communications Officer

15:45-16:00

Closing comments

Vicky Brightman-Hahn and Dr Amy Seakins

Photography

We plan to document the event for those not able to attend – please speak to a member of staff at the registration desk if you would prefer not to be photographed.

Deep Dive discussions:

Red - Planning your impact story

Dr Amy Seakins, Head of Engagement (Evaluation and Capacity Building) and Alexandra Lyons, Outreach Research and Evaluation Manager

The Terrace

Join this whistlestop guide to planning and telling a strong impact story from your engagement work. The session will begin by focusing on the start of a project, and how you might 'map out' the impact you want to have through your engagement activities. Amongst other tools, explore how creating a theory of change can help with this process.

The deep dive will close with ideas and examples of how you might translate your evaluation data into a compelling story for funders, partners and others, that helps to demonstrate the impact you have had through your activities, from visualising your data to using storytelling techniques.

Blue - Impact: a brief history

Liz Danner, Doctoral Researcher, The Open University

The Stadium

Although very much at the front of our minds now, the concept of impact is relatively new to research assessment and funding criteria. Join this deep dive session to explore how impact has been defined, understood and valued within research culture and how this has changed over time. Based on her [doctoral research](#), Liz will provide useful context around how impact features within the UK higher education funding landscape, and how universities are asked to report on their societal impact.

Yellow - Enhancing impact through collaboration

Dr Linda van Keimpema, STEM Activities Coordinator (Imperial)

The Collaboration Room

Join this session to hear about the [Invisible Warrior Project](#) – an Imperial societal engagement project raising awareness for Sickle Cell Disease with a focus on mental health, invisible disabilities and health inequalities. Learn about this case study and how it evolved over the five years it's been running.

Discover how a variety of internal and external collaborators allowed the Invisible Warrior project to diversify its impact, and the methods we are using to measure success. In our activity, you will develop ideas of how you can expand your impact by identifying potential collaborators to diversify the impact of your own engagement initiatives.





Speaker Biographies:

Keynote speaker

Tom Doust, Institute of Imagination

Tom Doust is Associate Director at the Institute of Imagination, a charity that designs powerful learning experiences which empower children to believe they can build a just, fair and sustainable world. A social innovator, he has spent over 20 years devising creative multi-stakeholder programmes with children, young people, families, schools and communities in the education and cultural sectors. Tom is a Design Council Expert, a LEGO® Education Academy Certified Trainer and a Fellow of The RSA.

Panel | Impact – getting to the heart of what’s important

Vicky Brightman-Hahn (Chair), Director of Public Engagement, Imperial

As Director of Public Engagement, Vicky has a remit to embed a culture of public and community engagement across Imperial. This includes developing ways to enable public engagement to enrich academic thinking and research, and includes overseeing a range of public programmes, such as the Great Exhibition Road Festival and community programmes based at the Invention Rooms. Vicky is also co-initiative lead for Imperial’s new Centre for Societal Engagement.

Katherine Mathieson, Director, Royal Institution

Katherine is Director of the Royal Institution (Ri), an independent charity that runs science communication programmes globally, including the well-known CHRISTMAS LECTURES. Katherine previously had roles at the British Science Association, Nesta and the Forensic Science Service. She is an Honorary Fellow of Selwyn College Cambridge and a Trustee for Pilotlight and the ENTHUSE Charitable Trust.

Dr Lesley Paterson, Director, Mesh Associates

Lesley has over two decades of experience in knowledge exchange, public and community engagement, and research impact. Formerly Head of Public Engagement with Research at the University of Oxford and a joint Impact Assessor for the 2021 Research Excellence Framework, she now provides consultancy services nationally and internationally on engaged research, impactful engagement practice, and evaluation.

Mohammed Attaur Rahman, Founder and Chief Executive Director, Rochdale Science Initiative CIC

As Founder and Director of Rochdale Science Initiative CIC, Attaur makes STEM accessible for underrepresented communities, using culture, faith, and family to build trust. He leads the Rochdale Science Extravaganza and is recognised by the British Science Association as a community role model, offering a fresh, non-academic perspective on engagement.

Let us know what you think!

Share your comments and feedback through our [evaluation form](#), email or tweet using #EngagementDay2025.

Your thoughts are really valuable to us and will help improve future events.

Deep Dive discussions

Alexandra Lyons, Outreach Research and Evaluation Manager, Imperial

Ali has worked in access to higher education for over 10 years across three different universities. As Outreach Research and Evaluation Manager at Imperial, Ali looks across sector research and evidence from our Outreach programmes to understand what works for supporting underrepresented students into university.

Dr Linda van Keimpema, STEM Activities Coordinator, Imperial

Linda is the STEM Activities Coordinator in Imperial's Outreach team, alongside which she leads the Invisible Warrior project. Linda started this societal engagement project with Sickle Cell warrior Louisa, after they met in an online teaching session while Linda worked as a teaching fellow in the Faculty of Medicine.

Dr Amy Seakins, Head of Engagement (Evaluation and Capacity Building), Imperial

Amy and her team provide training and support for the Imperial community to develop their public engagement skills and ideas. Amy also works collaboratively across the university to embed public engagement into research strategy, knowledge exchange and funding, helping evaluate and evidence the collective impact of Imperial's engagement work.

Liz Danner, Doctoral Student, The Open University

Liz is a researcher, educator, and public engagement practitioner. Her doctoral research at the Open University explores how the assessment of impact within the Research Excellence Framework has changed research culture. She previously led museum and university events and educational programmes, and continues to deliver sector training with the National Coordinating Centre for Public Engagement.

Lightning Talks

Charlotte Coales (Chair), Engagement Manager (Capacity Building), Imperial

As Engagement Manager (Capacity Building), Charlotte provides engagement training and support for Imperial staff and students. With a BSc (Hons) in Ecology and Environmental Biology and an MSc in Science Communication, Charlotte has a wealth of experience from previous roles at the Institute of Zoology and the Natural History Museum. Charlotte is co-chair of the London Public Engagement Network.

Dr Jennifer Cooke, Mentoring and Tutoring Programmes Manager, Imperial

Jenny is the Mentoring and Tutoring Programmes Manager in Imperial's Outreach team. She oversees the Pimlico Connection tutoring programme and other initiatives supporting science and maths attainment. Her role focuses on enabling university students to deliver tutoring, activities, and school talks that have a direct and lasting impact on pupils' learning and future pathways.

Dr Corinne Hanlon, Special Projects Manager, Imperial

Corinne works as a Special Projects Manager with oversight of engaging educational products designed to inspire young people around the world with all things STEM. Her passion lies in educational equality and encouraging young girls to pursue careers in engineering.



Samuel Lambert-Dale, Community Engagement Officer, Imperial

Samuel has lived locally for over 30 years and spent a decade strengthening community connections. As Imperial's Community Engagement Officer, he fosters meaningful relationships between Imperial and the community, creating opportunities that inspire growth, collaboration, and positive social impact.

Siobhan Markus, Head of Impact Management, Imperial

Siobhan is the Head of Impact Management in the Research Impact Management Office (RIMO) at Imperial College London. Originally from Sydney, Australia, she serves as Project Manager for two Horizon Europe projects: DIAMONDS and SONICOM. Siobhan holds a Bachelor of Media and Communications from the University of Wollongong, Australia.

Closing comments

Rae Goddard, Illustrator

Rae is a [Freelance Illustrator](#), Visual Communicator and Sketchnote artist based in Norfolk and London. She specialises in creating helpful visuals to enable better understanding of complex and sometimes sensitive topics, including helping researchers and scientists to visualise their findings in fun and engaging ways, to help facilitate wider understanding.

Lili Gyopár, Undergraduate Student, Imperial

Lili is a medical student and intern at Imperial's Patient Experience Research Centre. She was introduced to the world of Patient and Public Involvement and Engagement (PPIE) through a short research module, and has been working on a project exploring researchers' experiences of public involvement with Dr Kirsten Bell and Dr Viveka Guzman.

Alexandra Rayner, Science Communications Officer, Imperial

Ally is a Science Communications Officer in the Research Impact Management Office (RIMO) at Imperial College London. Hailing from Australia, Ally is the Communications Manager for two Horizon Europe projects: SONICOM and CoDiet. She holds a Bachelor of Arts, majoring in Public Relations and Marketing, from Macquarie University, Australia.



Thank you to everyone that has contributed to Engagement Day!

Without your valuable feedback, time, experience and guidance, today's programme would not have been possible. Please remember to share your comments and feedback through our [evaluation form](#).

Engagement Day is a Centre for Societal Engagement initiative, brought to you by the Public and Community Engagement team. Please continue to work with us – we offer advice, training and funding and run events such as the Great Exhibition Road Festival!

Sign up to [our newsletter](#) and stay in touch via societal_engagement@imperial.ac.uk.