

How to enhance the impact of your research

Generating and communicating trustworthy evidence

09.45 Registration

10.00 **Welcome and Introduction to the Academy**
Professor Dame Nicky Cullum DBE FMedSci, University of Manchester

10.15 **Enhancing the use of scientific evidence in judging the benefits and harms of medicines**
Mr Joseph Clift, Academy of Medical Sciences

- 10.15 Introduction to the [report](#)
- 10.35 Q&A
- 10.45 Table discussions

11.45 Refreshments

12.00 **Generating and using evidence: The value and limitations of different types of study**
Professor Mahesh Parmar, University College London

13.00 Lunch

13.50 Group A: **When your research hits the headlines:** *Working with press officers and speaking to journalists*
Dr Fiona Lethbridge, Science Media Centre

Group B: **Achieving excellence when working with Industry**
Dr Sam Butterworth, University of Manchester

14.50 Refreshments

15.05 Group A: **Achieving excellence when working with Industry**

Group B: **When your research hits the headlines**

16.05 **Final thoughts**
Professor Dame Nicky Cullum DBE FMedSci

16.15 Refreshments