



Contribution ID: 4

Type: **Talk**

## Communicating impact through case studies

*Wednesday 18 March 2026 16:40 (20 minutes)*

At the ISIS neutron and muon source we have previously commissioned large impact reports that produce useful numbers for sharing with high level stakeholders, providing evidence for the continued funding of the facility. However, these are expensive and take a long time to produce, and so we are always looking for alternative ways to share the impact of the facility.

One of these ways is our effort to regularly publish 'science highlights' based on publications from facility users, and industry case studies. It can be easy for the team to put a lot of effort into these and then have them sit on the website read only by a few, so I have led a recent drive to try and promote them further to widen their reach.

This has included creating a PowerPoint slide deck as a resource for staff, writing longer feature articles that collate the highlights and align them with UK Government priorities, producing printed material, and using social media to share them with our community.

In this talk, I'll share examples of how these highlights have been used internally and externally, share the lessons I've learnt along the way about how best to organise them, commission users to write them, and how we're going to be using these highlights during the process of writing the science case for a future ISIS-II.

**Workshops only: Duration**

**Workshops only: participants**

**Workshops only: Equipment**

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**Session Classification:** Parallel session

**Track Classification:** From Metrics to Meaning: Rethinking Impact