



My Research – what is its potential impact?

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Key points

- The perils of potted biography. Who am I... and who needs to know?
- The art of the abstract. What am I saying, and what's my USP?
- Communicating - technology, technique...and tact.
- Catering for hunter gatherers at the fast food conference
- Selling yourself – the importance of human and social capital

The perils of potted biography

- Who am I (today) and who needs to know?
- ‘Mark’, ‘Professor Priestley’, ‘Pro-dean’, ‘Leeds’, ‘Brits’, etc.
- Personal, professional and academic biographies.
- Don’t you know who I am!
- Brief your panel chair and check they have the right script.
- Know your public profile...



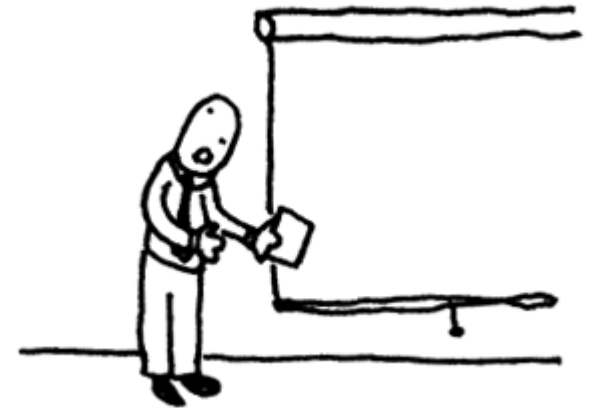


Fit for purpose...?

Mark Priestley is Professor of Disability Policy at the University of Leeds and Scientific Director of the European Commission's Academic Network of European Disability experts (ANED). He is a member of the editorial boards of three international journals and administrator of the international discussion group *disability-research@jiscmail.ac.uk*. He has published widely in the field, making a particular contribution to 'life course' analysis in critical disability studies. Through an ESRC personal fellowship, a sole-authored book, *Disability: a life course approach* (Polity 2003) and an international edited collection *Disability and the Life Course: global perspectives* (Cambridge University Press, 2001).

Technology, technique... and tact

- Effective presentation skills
- Practice, test and backup
- Avoid 'Death by PowerPoint'
- Who is in the audience?
- What will they remember?



and now, let's dim the lights, so i can show you computer slides and read the exact text of the slides to you



Vorsprung durch Technik

Catering for the fast food conference

- ‘Hunters’ and ‘gatherers’
- Does your title say it all?
- Why abstracts are important
- What can people take away?
 - a fact or example
 - a concept or method
 - an emotion
 - a citation or paper
 - a personal contact





Selling yourself... (and your book)

- 'impact' is cumulative
- changing the world takes time
- a PhD is an investment in human capital
- social capital and networks are important
- there is a life after the PhD
- publishing opportunities
- invitations to speak
- job opportunities



Questions... or drinks?

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