**Making an Impact 2023: How to Craft a Successful Briefing to Engage with a Policy Audience**

The visual notes have been created within a template which utilises the University of Liverpool’s ‘Making an Impact 2023’ and the Academy’s colour schemes of dark purple, a golden orange and accents of pink, green and blue. The bottom of the note includes a colourful banner incorporating the Academy visual which includes bright colourful triangles pointing upward. Underneath this runs the social media information:

www.liverpool.ac.uk/researcher/making-impact

#unilivimpact23

@LivResearcher

@LivUniAcademy

And the words “illustrated by @swantonsketches” on a bright yellow, blue and pink background in the bottom right-hand corner, utilising a palette and style influenced by the 2023 Eurovision Song Contest, which was hosted in Liverpool in 2023.

The top left corner of the note features a portrait of the speaker, Dr Tom Arnold, Research Associate from the Heseltine Institute for Public Policy. It is a purple monochrome portrait on an orange oval background featuring a young white man with facial hear wearing glasses. Accents of the orange background are picked up on the glasses frame and in the beard and hair.

The title of the talk ‘How to craft a Successful Briefing to Engage with a Policy Audience’ is written in write text on the dark blue banner along the top. Dr Arnold’ name and details are written beneath this in dark blue on a multicoloured background.

The visual note begins with a description of the Heseltine Institute in dark blue text:

“The Heseltine institute promotes University of Liverpool research on policy issues. It supports the development and publication of policy briefings”

To the right of this in a green banner in white text reads “What are policy briefings?” Underneath is written “A short-sharp summary of your research ~ 500-2000 words written in straight forward language. Sets out policy options and recommendations”

Underneath the description of the Heseltine Institute and to the left of the visual is a dark orange banner with white writing which reads “ Why produce policy briefings?”

Underneath is written in dark blue text:

* To get ideas out into the world quickly (This is illustrated by a drawing of a paper airplane with a line from the word ‘ideas’ leading to the plane).
* More digestible/accessible than academic journal articles - Increased opportunity to collaborate with non-academic partners (This is illustrated by a drawing of a handshake represented by a dark orange and a light orange hand).
* Increased impact for REF (This is drawn with an orange arrow facing up and the word impact drawn in dark orange getting gradually bigger)
* More focus on what is MOST important (This is drawn with a magnifying glass over the word focus).

Returning to the top right of the note there is a purple banner with white writing which reads “How to Structure Policy Briefings” Underneath is written:

1. Short catchy title - posing a question? (illustrated with a drawing of a question mark in pale purple underneath the text)
2. Set out 3-5 standalone key messages (illustrated with a drawing of key in pale purple underneath the text)
3. Introduction - problem > background > cause and effect (the words problem, background, cause + effect are written in purple text to contrast with the dark blue text used elsewhere).
4. Main body = So What? (so what written in white text in a purple speech bubble)
5. Policy implications - incorporate recommendations?
6. Conclusion - short recap and emphasise URGENCY? (the word recap is written in purple text with a pale purple arrow circling around it. The word URGENCY is also written in purple and has a pale purple warning sign behind it)

REMEMBER also include images and charts. (Illustrated with a pale purple drawing of a bar chart)

The numbers in the list above are captured in white text in purple circles.

In the centre of the note there is a drawing of a briefing note. It is a rectangle with a white banner in the top with a drawing representing the University of Liverpool logo. The bottom has a light blue banner with policy briefing written on it. There is a drawing of a rural scene with blue sky, hills with wind turbines a river and crops growing. This is intended to represent a policy issue that might be represented.

Underneath this and to the bottom left of the note is a blue banner with white writing which reads “Who is the audience? Who are the policy-makers?”

Below and to the left of this is a drawing representing five people. To the far-left is a drawing of a woman with grey hair, green dress and pink shoes. She is pointing to a presentation featuring an image of the same briefing document described above. Listening to the presentation is a white woman with pink hair drawn in a wheelchair and a black man in a blue shirt with an orange tie. The man is drawn on his mobile phone sharing information about the presentation. To the right of these drawings is an image of the top half of a woman with blond hair wearing blue and drawn with a pink lanyard. She is represented as reading the briefing document on her mobile phone. To her right is a drawing of a man with brown skin wearing a grey suit with a pink tie. He is reaching up to grab a copy of the briefing note. Around this drawing in dark blue text on a light blue background are the words:

Politicians

Special Advisors/Civil Servants

Public Sector Organisations eg. NHS

Think Tanks

Trade Bodies

Charities

To the right of this drawing are the words

“Important to understand the landscape”

Underneath is a drawing of a pyramid in three different shades of blue. At the top of the pyramid is the word “LOCAL” the next word down is “REGIONAL” at the bottom is the word “NATIONAL” The word “IMPACT” is written in orange underneath the pyramid.

To the right are the words “Keep an eye on the topics and calls for evidence from all party parliamentary groups and think tanks”

To the right of the banner mentioned above which reads “Who is the audience? Who are the policy-makers?” Are the words “Needs a different approach than writing for an academic audience!”

The final banner in orange with white writing in the bottom right corner of the note reads “Approaches to influence policy-makers”

Underneath are:

“State the Facts” this is illustrated by a pale orange speech bubble with “1+1=2” drawn within

“Storytelling Approach” illustrated by a drawing of an open book drawn in orange. Above the book are the words “Once upon a time a number met another”.

“Co-production” illustrated by two figures each holding up a number 1 (one is green and one is orange).

Above the banner is a pale orange banner with the word “Advocacy” written within. Underneath is written

* Argues in favour of a stance
* Steers the audience

Next to it is another pale orange banner with the word “Objective” written within. Underneath this banner is written:

* Allows readers to make up their own minds
* Presents options

The words “There are pros and cons to each of these approaches” is written to relate to all of these approaches.