

TRANSFERABLE SKILLS WORKSHOP

27th - 28th February 2020
at Aston University
Birmingham, UK

TSW will focus on academic writing, open access/research integrity and social/media engagement, key communication skills, how to create the perfect presentation, networking and team working

Main Speakers

Annmarie Hanlon

Michael Parker

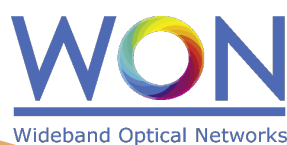
Mark Smith

Rachel Won

Malcom Horne

Srikanth Sugavanam

Richard Fallon



Note: For those on site the evening before, i.e. Wed 26 Feb 2020, there will be the opportunity for an additional social get together – details to follow

Day 1 – Thursday 27th February 2020

- 09:00 - 9:45** Arrival and network meeting with SMARTNET/PIXNET students
(AiPT Reception/Seminar Room; Room: NW708)
- 10:00 - 12:00** Engaging with the social media (Room: MB404D)
Dr Annmarie Hanlon; Cranfield School of Management
- 12:00 - 12:45** Engaging with the media: How to write for “The Conversation”
(Room: MB404D)
Michael Parker, Editor *The Conversation*
- 12:50 - 13:30** *Lunch at Conference Aston*
- 13:40 - 14:30** IP presentation (Room: MB231)
Mark Smith, Aston University
- 14:30 - 15:30** How to write a great paper (Room: MB231)
Rachel Won, Editor *Nature Photonics*
- 15:30 - 15:45** *Coffee Break*
- 15:45 - 16:30** Open access (Room: MB231)
Malcom Horne, Aston University
- 16:30 - 17:30** Scientific writing (Room: MB231)
Srikanth Sugavanam, Aston University
- 17:30 - 18:00** *Closing*
- 19:00** *Dinner (individual arrangements)*

Day 2 – Friday 28th February 2020

Richard Fallon, The Marketing Engineer (Room: MB227)

09:00 - 11:00 Key communication skills

10:30 - 10:45 *Coffee Break*

10:45 - 13:00 How to create the perfect presentation

13:10 - 14:00 *Lunch (Confence Aston)*

14:10 - 15:45 Networking

15:45 - 16:00 *Coffee Break*

16:00 - 17:00 Team working

17:00 - 17:30 *Closing*

18:40 -22:00 *Network Social Event and Dinner: Harborne Cookery School*

Room location

NW708: **North Wing**, 7th floor, room NW707 (seminar room)

MB404D: **Main Building**, 4th floor room MB404D

MB231: **Main Building**, 2nd floor room MB231

MB227: **Main Building**, 2nd floor room MB227

Speakers

Annmarie Hanlon - Academic and Practitioner in Digital Marketing



Annmarie is an academic and practitioner in digital marketing strategy and the application of social media for business. Originally a graduate in French and Linguistics from University of London, Annmarie gained a Master's in Business Administration, focusing on marketing planning. She studied for the Chartered Institute of Marketing Diploma for which she won the Worshipful Company of Marketors' award for the best results worldwide. She subsequently gained a distinction for the Chartered Institute of Marketing's E-Marketing Award and her PhD investigated social media marketing within organisations and she was awarded the Mais Scholarship.

As Course Leader for Social Media Management on the International Executive MBA programme at the University of St Gallen, she planned, designed and delivered this intensive elective course.

Michal Parker – Editor of “The Conversation” UK



Michael is a news and features journalist with more than 12 years' experience covering everything from crime to culture for British newspapers and magazines, formerly Associate Editor at The Big Issue in London for three years before leaving to write travel guides in the US. Prior to entering journalism Michael worked in technology as a systems administrator, and he retains interests in Linux and open source software, digital rights, privacy and surveillance.

Mark Smith – Executive Director of Business Engagement at Aston University



Mark Smith is Aston University's first-ever Executive Director of Business Engagement. Mark joined Aston from Birmingham City University where he was Director of Enterprise and Employability. His career has involved working across government, regeneration and online education taking on big projects including establishing new airports and fostering enterprise in inner-city areas. Mark takes strategic responsibility for all business engagement activities at the University and showcases the commercial benefits of working with Aston to business, professional and public sector organisations. This includes Aston's business growth programmes, student placements, knowledge transfer partnerships (KTPs), and other initiatives.

Rachel Won – Internal Editor Nature Photonics



Rachel joined Nature Photonics in June 2006 from Aston University's Business Partnership Unit in Birmingham, UK where she worked as a Medici Fellow commercializing photonics research. She obtained her PhD in optical fibre sensing, microwave photonics and fibre nonlinearities as a member of Aston's Photonics Research Group. Prior to that, Rachel worked for Philips Optical Storage in Singapore as an Optics Engineer. She holds a Master's degree from Nanyang Technological University, Singapore and a Bachelor's degree from the National University of Malaysia. Rachel is based in London.

<https://www.nature.com/nphoton/about/editors>

Malcom Horne – Open Access and Research Repository Specialist at Aston University



Malcolm works as an Open Access and Research Repository Specialist at Aston University. His previous roles include Information Specialist at Aston University and Academic Support Librarian at the University of Warwick.

Srikanth Sugavanam - Post-doctoral Research/EU Project Manager at Aston University



Srikanth Sugavanam is a post-doctoral research scientist/EU Project Manager with the Aston Institute of Photonic Technologies (AIPT), Aston University. He completed his PhD in 2015 from the AIPT under Prof. Sergei Turitsyn, specializing in the area of real-time intensity and spectral measurements of fibre laser dynamics. He has also worked in the area of optical metamaterials, Raman fibre lasers, and random fibre lasers. His contributions have been featured in several international journals, including Nature Photonics and Nature Communications. Apart from actively pursuing research, Srikanth is fulfilling the role of Programme Manager for the Marie S.-Curie Postdoctoral Fellowship programme, MULTIPLY, co-ordinated by Aston University.

Richard Fallon –The Marketing Engineer



Richard gained his Ph.D. in Electronic Engineering from Aston University in 1998. He went on to work for British Airways as part of their Business Analyst graduate scheme. In this role, Richard acted as a consultant between the delivery parts of the business and the IT department. He was responsible for putting business cases together and translating customer's needs into IT requirements and developing new business processes to enable the new system to be efficiently used.

While at BA, he became a Qualified Facilitator with the International Association of Facilitators.

He then worked at a senior BA level for npower before starting his own business in 2004. Since 2005, he has helped UCB students develop employability skills, has worked with BSEEN and NCGE graduate entrepreneurs and spoke numerous times at BCU. He has also delivered the Chartered Management Institute's Level 4 Diploma in Management to numerous companies in Birmingham.