Conference or Workshop Item

**Title:** Strengthening the impact of case studies through the use of a digital medium

**Creators:** Bramble, P. and Murray, J.

**Example citation:** Bramble, P. and Murray, J. (2014) Strengthening the impact of case studies through the use of a digital medium. Workshop presented to: 1st Validation of Prior Learning (VPL) Biennale, Rotterdam, 09-11 April 2014.

**Version:** Presented version


**Note:** This PDF contains an embedded video that may require Acrobat Reader for playback.

[http://nectar.northampton.ac.uk/6682/](http://NECTAR/northampton.ac.uk/6682/)
1st VPL Biennale

Rotterdam, 9-11 April, 2014
- Workshop -

Strengthening the impact of case studies through the use of a digital medium

Chairs: Paul Bramble & Dr Jane Murray

Project 517978-LLP-1-2011-1-NL-ERASMUS-ESIN
## Workshop Outline

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.00-15.10</td>
<td>Welcome and Introductions</td>
</tr>
<tr>
<td>15.10-15.30</td>
<td>Paul Bramble: Dissemination and the digital medium</td>
</tr>
<tr>
<td>15.30-16.05</td>
<td>Group Work: Let’s get creative, exploring the UK case studies visually</td>
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<tr>
<td>16.05-16.15</td>
<td>Group discussion</td>
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<tr>
<td>16.15-16.20</td>
<td>Final words</td>
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</tbody>
</table>
Dissemination and Exploitation of project results

Dissemination means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible.

Exploitation means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.

Understanding your audience

Tailor to particular needs and type of project. The goals may be:

• raise awareness;
• extend the impact;
• engage stakeholders and target groups;
• share a solution and a know how;
• influence policy and practice;
• develop new partnerships.

Erasmus+ Programme Guide (2014)
Who's your audience?

- Stakeholders
- Experts
- Practitioners in the field
- Other interested parties
ALLinHE Audience

UK Stakeholders

• Policy Adviser for Employment and Skills
• Admissions Tutors, University
• Head of Research and Policy
• CEO’s
• Head of 6th Form
• Curriculum Administration Advisor
• Students
• Head of HE Schools Engagement
• Curriculum leaders, Further Education colleges
• Head of Student Services
• Academics
• European Agency
Social Generation
Social Generation

**ACTIVE USERS OF THE TOP 10 SOCIAL PLATFORMS, BY AGE**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Facebook</th>
<th>YouTube</th>
<th>Google+</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Myspace</th>
<th>Orkut</th>
<th>Tumblr</th>
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</thead>
<tbody>
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</table>

**Question:** Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/Laptop, Mobile phone, tablet, etc.

**Source:** GlobalWebIndex Q4 2013  //  **Base:** Global internet users aged 16–64, exc. China.
Digital Medium tools

• Prezi

• VideoScribe

• PowToon
I am not saying don’t use such tools as PowerPoint, but be careful of your audience.
Something I made for our stakeholder event
Let's get creative

- Split into groups
- Take one/two case studies
- Design a visual story 20 mins
- Present your story to the group 5 mins each group
Thank you for listening

Written and presented by Paul Bramble