



UNIVERSITY OF  
CALGARY

Office of the Vice-President (Research)

# *Optimizing Research and Innovation Impact*

May 13 – 15, 2025

Banff Centre for Arts and Creativity

*Schedule and session information as of May 2, 2025*

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DISCOVERY  
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# Welcome to the Optimizing Research and Innovation Impact Masterclass!

The Office of the Vice-President (Research) at the University of Calgary looks forward to you joining us at the Banff Centre for Arts and Creativity for *Optimizing Research and Innovation Impact*, the second instalment of the University’s Discovery Exchange Series.

This hands-on interactive course will be delivered in-person over three days to increase your knowledge of cutting edge practices and provides practical applications and exercises that can be applied to your work to benefit you and your organization.

## Session types

The course includes two different session types:

- Plenary sessions: Full-group sessions with speakers providing evidence and practices for optimizing research and innovation impact as part of a creative and supportive learning environment. Interactive exercises as well as opportunities for Q&A.
- Breakout discussions: Critical Dialogues small-group sessions, where attendees will have the chance for peer-to-peer learning and discuss shared challenges and facilitators. “Build your Skills” sessions focus on the initial application of an integrated impact planning tool.

## 2025 Optimizing Research & Innovation Impact

*Schedule and session information as of May 2, 2025*

### Monday, May 12, 2025: Course Day 0

Banff Centre for Arts and Creativity

4:00 p.m.	Check-in opens at Banff Centre for Arts and Creativity	Banff Centre lobby
4:00 – 6:00 p.m.	Registration	PDC Lobby

## Tuesday, May 13, 2025: Course Day 1

Banff Centre for Arts and Creativity

7:00 a.m.	Breakfast	Vistas
7:00 a.m.	Registration	PDC Lobby
8:00 a.m.	<p><b>Land Acknowledgement</b></p> <p>Kathryn Graham</p> <p><b>Traditional Blessing</b></p> <p>Tyson Crawler</p> <p><b>Welcome &amp; Opening remarks</b></p> <p>Dr. Katrina Milaney</p>	PDC 103
8:30 a.m.	<p><b>Course Overview – Our Impact Journey</b></p> <p>Kathryn Graham</p>	PDC 103
9:00 a.m.	<p><b>Catalyzing Connections</b></p> <p>Adrienne Levay</p>	PDC 103
9:30 a.m.	<p><b>Foundations of Optimizing Impact</b></p> <p>Kathryn Graham</p>	PDC 103
10:00 a.m.	Refreshment Break	PDC Lobby

### 1. UNDERSTAND CO-DESIGN & CONTEXT

10:30 a.m.	<p><b>Understand Co-Design and Context: Integrated Planning for Impact</b></p>	PDC 103
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	Anne-Maree Dowd and David Phipps	
12:00 p.m.	Lunch	Vistas Dining Room
1:00 p.m.	<b>Consider Key Impact Pathways: Theory, Frameworks &amp; Practices</b> Kathryn Graham and David Phipps	PDC 103
2:30 p.m.	Refreshment Break	PDC Lobby
3:00 p.m.	<b>Build Your Expertise Group Work Sessions</b> Build Your Skills Critical Dialogues	PDC 103 + 104
4:00 p.m.	<b>Learning Reflections</b> Kathryn Graham	PDC 103
4:15 p.m.	<b>Group Photo</b>	Amphitheater
4:30 p.m.	Break	
6:00 p.m.	Welcome Dinner	KC 101

## Wednesday, May 14, 2025: Course Day 2

Banff Centre for Arts and Creativity

### 2. ENGAGE TO PLAN

7:00 a.m.	Breakfast	Vistas Dining Room
8:00 a.m.	<b>Co-Production: Understanding Interest-holders Needs</b>	PDC 103

	Alex Pollitt	
8:45 a.m.	<b>Impact Purpose(s): 4As to 7As</b> Anne-Maree Dowd	PDC 103
9:30 a.m.	<b>Developing Interest-holders’ Questions</b> Adrienne Levay	PDC 103
10:15 a.m.	Refreshment Break	PDC Lobby

### 3. PATHWAYS TO IMPLEMENT & SCALE

10:45 a.m.	<b>Define Indicators of Success</b> Kathryn Graham	PDC 103
11:45 a.m.	<b>Lunch</b>	Vistas Dining Room
12:45 p.m.	<b>Implementing and Scaling Across Key Pathways</b> Kathryn Graham and Pavel Ovseiko	PDC 104
1:45 p.m.	<b>Build Your Expertise Group Work Sessions</b> Build Your Skills Critical Dialogues	PDC 104
2:30 p.m.	Refreshment Break	PDC Lobby

### 4. ASSESS

3:00 pm.	<b>Design &amp; Mixed Methods</b> Pavel Ovseiko	PDC 103
3:30 p.m.	<b>Case Studies</b>	PDC 103

	Alex Pollitt	
4:15 p.m.	<b>Bibliometrics</b> Vincent Lariviere	PDC 103
5:15 p.m.	<b>Learning Reflections</b> Kathryn Graham	PDC 103
5:30 p.m.	Dinner	Vistas Dining Room

## Thursday, May 15, 2025: Course Day 3

Banff Centre for Arts and Creativity

### 4. ASSESS (Continued)

7:00 a.m.	Breakfast	Vistas Dining Room
8:00 a.m.	<b>Economic Impact</b> Alan O' Connor	PDC 103
9:00 a.m.	<b>Relational Impact</b> Jenny Godley	PDC 103
10:00 a.m.	Refreshment break and room check-out	PDC Lobby
10:30	<b>Build Your Expertise Group Work Sessions</b> Build Your Skills Critical Dialogues	PDC 103/104

### 5. COMMUNICATE & USE EVIDENCE

11:30 a.m.	<p><b>Panel: Considerations for Informing Decision and Policy Makers in the Real World</b></p> <p>Moderator: Vincent Lariviere</p> <p>Panellists: Anne-Maree Dowd, Alan O'Connor, Alex Pollitt</p>	PDC 103
12:00 p.m.	Lunch	Vistas Dining Room
1:00 p.m.	<p><b>Communicating Impact to Decision Makers</b></p> <p>Alex Pollitt</p>	PDC 103
2:00 p.m.	<p><b>Developing Compelling Impact Narratives</b></p> <p>Pavel Ovseiko</p>	PDC 103
3:00 p.m.	Refreshment break	PDC Lobby

## 6. IMPACT MANAGEMENT

3:15 p.m.	<p><b>Operationalizing Impact Management Systems</b></p> <p>Anne-Maree Dowd</p>	PDC 103
4:15 p.m.	<p><b>Lightning Round: Impact Futures for Optimization</b></p> <p><b>Advancing Responsible Impact Assessment through DORA</b></p> <p>Stephanie Warner</p> <p><b>Applying Artificial Intelligence</b></p>	PDC 103

	Vincent Lariviere	
4:35 p.m.	<b>Closing remarks &amp; certificates</b>	PDC 103