



UCM RESEARCH FESTIVAL

2021 PROGRAMME

09.30	Arrive, settle in, walk the grounds, have a coffee/drink from “Bean on the Scene”
09.55	Minister for Education, Sport & Culture, Hon Dr Alex Allinson launches UCM Higher Education Strategy and Research Festival
10.10 - 10.40	<p>Laura Stewart, Graduate Scientist, Isle of Man’s Climate Change Transformation Team</p> <p><i>How big is the carbon footprint of our land? -Towards a more sustainable future for our Island’s land use and agriculture.</i></p> <p>After graduating from the University of Birmingham with a First-Class Masters in Biological Sciences, Laura returned to the island to undertake her masters. During her degree, she specialised in ecotoxicology with a focus on human and environmental health protection as a member of the Citizens’ Forum on Climate Change.</p> <p>This role enkindled her interest in climate change and resulted in her being commissioned for this land use and agriculture research project.</p> 
10.40 - 11.10	<p>Dr Florida Clements, Lecturer & Programme Leader, UCM</p> <p><i>The Isle of Man: all dressed up but nowhere to go. Can place branding and marketing strategies help turn around the fortunes of the Isle of Man?</i></p> <p>The IoM government has undertaken three major branding campaigns from 2003 until 2018 in order to showcase the Island as an ideal place to work and live to talented people and entrepreneurs. The results of the campaigns: no one knows. The research focuses on exploring the sustainability of the current IoM brand identity and the potential place brand strategies that could help with attracting talent and businesses.</p> <p>After almost two decades as a Senior Manager mostly in airlines, with an excellent track record in revenue, distribution, digital marketing and information management, Dr Florida Clements moved into academia and education as the pathway that would enable her to share experiences with the young and talented, and contribute to knowledge creation through research in business and management.</p> 
11.10	Break - “Bean on the Scene”
11.30 - 12.00	<p>Allison Fox, Curator, Archaeology, Manx National Heritage</p> <p><i>Getting in the Way of Ships</i></p> <p>The underwater archaeology of the Isle of Man is inaccessible to most, but is as significant as that visible on land. This talk introduces some of the research methods for finding out more about these hidden sites and presents some of the fascinating maritime tales uncovered. Allison has degrees in Archaeological Sciences and Museum Studies, and is an Associate of the Chartered Institute for Archaeologists and of the Museums Association. One of her main interests is exploring how to successfully communicate information about the past at different levels, to different audiences and via different methods. The Isle of Man has many unique stories to tell and it is only by sharing these stories that curiosity can be stirred, and further research enabled.</p> 

12.00 - 12.30	<p>Anneka Dellborg, <i>When curiosity becomes research and research becomes a small business.</i></p> <p>After graduating from a degree in fashion design Anneka began a 12 year journey to explore different careers in the fashion industry. Design, buying and production roles have moved Anneka between Sweden, Hong Kong and Portugal and allowed her to follow garments through their life cycle to see how the mechanics of the industry works.</p> <p>Working with suppliers in China, India, Italy, Spain and Turkey has given Anneka insight into the environmental and social challenges faced by the fashion industry.</p> <p>Her curiosity on how global decisions made on a brand level impact regions and communities has led Anneka to return home to research and develop a sustainable business on the island. Anneka's presentation will provide insight on unbiased applied research ie. how to avoid the temptation to believe everything you hear.</p>
13.00	<p>Lunch BREAK “<i>Bean on the Scene</i>” will offer drinks, snacks and lunch (sandwiches, loaded nachos, shakes etc)</p>
13.30 – 14.15 Lecture Theatre	<p>The 2021 UCM Dissertation Showcase</p> <p><i>What is it?</i></p> <p>All UCM final year degree and masters students complete a major research/dissertation project. The projects may be about business, IT, history, health or art and the findings of many will already be making a real difference to those sectors. In the 2021 UCM Dissertation Showcase, seven graduates will share their research in seven minutes in a short engaging and clear presentation.</p>
14.15 – 15.15	<p>WORKSHOPS</p> <p>Student Researchers (in Lecture Theatre)</p> <p><i>The ‘research question’= your lighthouse – formulating a research question</i></p> <p>A clear research question is essential to guide your research paper, it pinpoints exactly what you want to find out and gives your work a clear purpose and focus. We will work through the steps needed to ensure your question becomes a lighthouse for your research.</p> <p>Dr Christa McCartney</p> <p><i>Locating Literature - how to do a literature review</i></p> <p>A literature search is likely to be one of the first tasks you undertake in research. This session will discuss the approaches used in literature searches, and some of the tools available to undertake them.</p> <p>Ed Wilkinson</p> <p>Experienced Researchers (in Room G30)</p> <p>Thinking about a PhD or just started? – how to survive & thrive Undertaking doctorate level study is an exciting but hugely demanding commitment. Even a passion for your subject won't get you through – you need structures, habits and networks. This session will explore how to prepare yourself to ‘survive & thrive’ as a PhD student.</p> <p>Dr Florida Clements</p>

