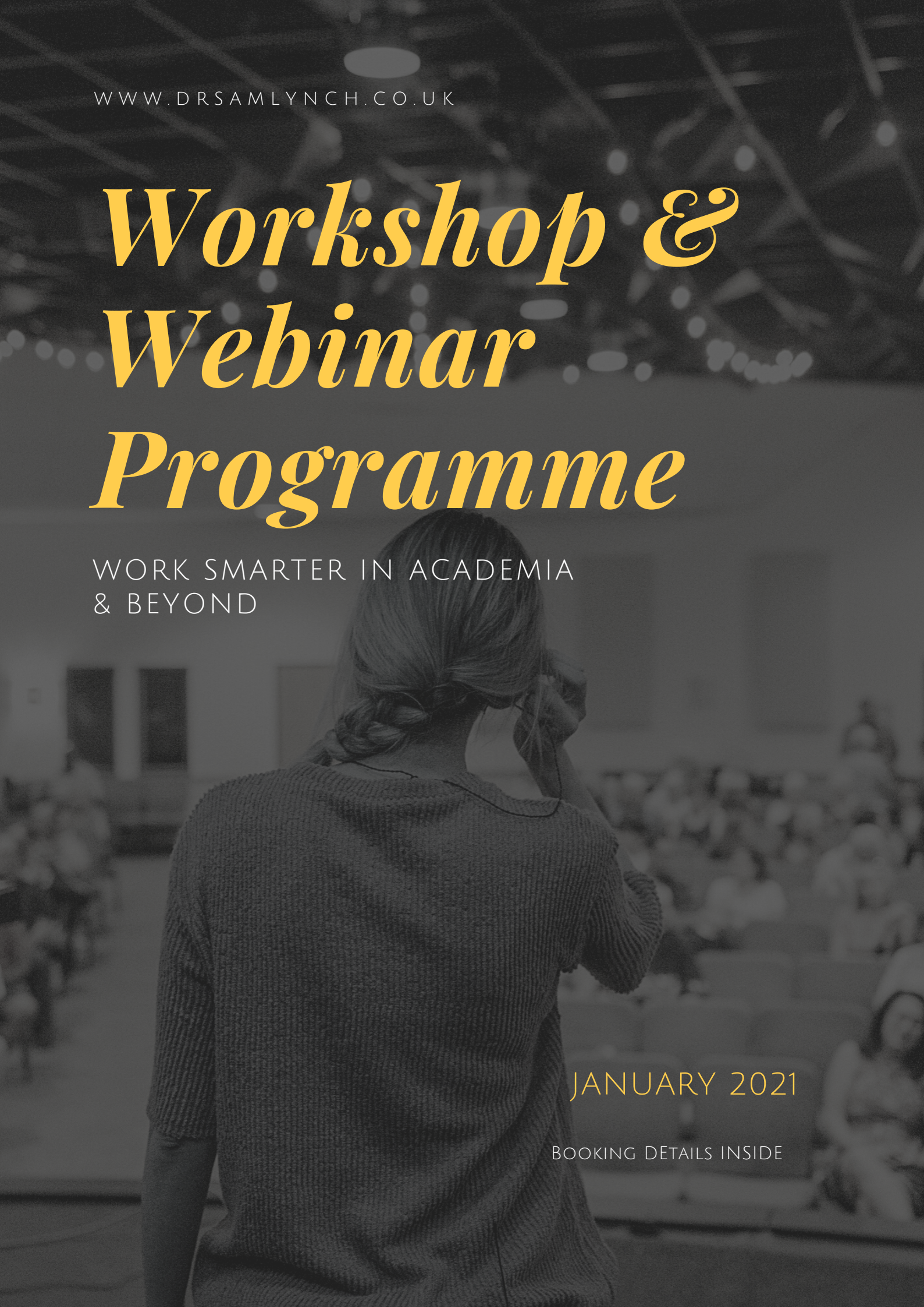

WWW.DRSAMLYNCH.CO.UK

Workshop & Webinar Programme

WORK SMARTER IN ACADEMIA & BEYOND

JANUARY 2021

Booking Details Inside

WELCOME

What's all the fuss about?

As a marketer by trade and later as an academic in the field of consumer behaviour, Dr Sam Lynch applies her marketing know-how to help academics leverage their personal brand and work smarter in higher education. Her academic consultancy was borne out of her own experience of juggling an MSc & PhD while working in industry. Sam has navigated the world of academia as a PhD student, lecturer, senior lecturer and subsequent head of department. She believes that you can be a successful academic and still have a life!

This guide provides an overview of our workshops, webinars and mentoring programme so you can discover a smarter way of working in academia. Here you will find information on booking, pricing and what you can expect. Her work spans postgraduate research students through to experienced academics at institutions and organisations throughout the UK and beyond.

You can follow Dr Sam via her blog at www.drsamlynch.co.uk, across social media, as a guest speaker at events and through her workshop and webinar series. If you would like to find out how Dr Sam can help your team or faculty get in touch via hello@drsamlynch.co.uk or via calendly.com/drsamlynch

Dr Sam Lynch

COACHING SESSIONS

- Year-Round
- Online & In-Person
- £

Our one-to-one mentoring sessions provide practical tools to help you plan and navigate your personal and professional development within academia. Sometimes you just need to do this with someone that can look at things from an outside perspective. Each session is tailored to your needs and you'll come away with a clear set of next steps and supporting resources. Colleagues from across academia reach out to Sam for guidance on areas such as:

- personal branding
- research
- goal setting
- productivity & prioritisation
- learning and teaching
- career change & progression strategies
- balancing a career with doctoral study / a business / other role

WEBINARS & WORKSHOPS

- Scheduled Events
- Online & In-Person
- ££

Personal Branding for Academics

90min webinar or 180min in-person workshop

Dr Sam Lynch has designed a workshop to help academics take a more proactive approach to creating and managing their personal brand. Get more from what you are already doing and capture the attention of the audiences who you most want to connect with. With over 15 years experience, Sam draws upon her expertise as a marketer helping businesses to raise their profile. She explores how the same principles can be applied to academia to help you take charge of your career. Whether you are an emerging or experienced academic, the session will enable you to leverage your unique value, build upon your existing strengths and become more decisive about your academic career.

PhD Essentials

100 minute webinar or 180 minute in-person workshop

Ask Dr Sam the questions you'd never ask your PhD supervisor! We've all heard how tough postgraduate study can be, but this doesn't have to be your norm. This course is designed to help you tackle your PhD with a little more ease and a little less struggle. Regardless of how you are approaching your studies - whether that be part-time/remote/ full time we'll get you working smarter not harder on your PhD, DProf, DBA or EdD course. Dr Sam will take you through her experiences as a postgraduate research student who completed her MSc and PhD degree whilst still working full-time and as a PhD examiner. From productivity and procrastination, to organisation and work-life balance, to working with your supervisor, goal setting and wellbeing, Sam will give you the tools you need to stay motivated for a productive but importantly an enjoyable postgrad experience.

Website Essentials for Academics Webinar

60 minutes webinar only

Suited to both PhD students, emerging and experienced academics alike, this session provides a how-to-get-started guide for developing an online presence. As an experienced marketer, Sam has been responsible for the development of corporate websites and translates this experience into academia. After the session, you will be confident to take your first steps in planning your own professional website.

BOOKING INFORMATION*

Let's get started...

For pricing and further information please contact hello@drsamlynch.co.uk

Using personal funds isn't always an option, so have you considered institutional funding? Ask your institution/employer about staff development, departmental/faculty or learning and teaching funds. There may also be funds available to you via doctoral research budget, or grant funding. If you are facing difficulties, such as: redundancy from your institution in 2021 please reach out to your HR team to see if you may be eligible for any transition funding.

Coaching (via Zoom)

Initial meeting 30minutes - Free | 1 hour session - £

Immediate booking via calendly.com/drsamlynch

Group/institutional mentoring available upon request. - why not book a session for you and your colleagues ?

Webinars (Online)

90 minute webinars via Zoom: £ | 60 minute webinars via Zoom: £

Discount available for booking more than one webinar within 30 calendar days

Workshops (Onsite at your institution or event)

1, 2 or 3 hour morning/afternoon workshop. We will usually charge a flat fee + limited expenses regardless of the number of participants. Please contact us for a quote. We are resuming in-person bookings from May 2021. We are able to host online events as an alternative between now and then.

Workshops (On-site hosted by Dr Sam)

3 hour morning/afternoon workshop locations throughout the UK at a pre-booked venue organised by Dr Sam. Refreshments included. £ per person booking via Eventbrite (currently on hold due to Covid-19 please choose a webinar instead).

Covid 19 Statement

Due to the current global pandemic, in-person workshops and mentoring have switched to online. We look forward to meeting with you virtually for now and are taking in-person bookings from May 2021 (continually following Government guidance). Please stay safe!

*Terms and Conditions apply. 24 hour cancellation policy. Pricing and programme offering may be subject to changes

Want to take your academic career to the next level?

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WORK SMARTER