University of Chester | SiTeS

MASTER CLASS

Writing for Impact

AI Tools, Research Management and the Impact Canvas

DATE
10 November 2026

TIME
13:30 – 16:30

VENUE
University of Chester Business School

ABOUT THE MASTER CLASS

Competition for EU research funding keeps growing, and AI tools now make almost every proposal read well. Good writing is no longer enough to stand out. This practical master class shows how to plan a proposal like a project, use AI responsibly, and write what evaluators actually score — using the Impact Canvas to build a credible pathway from your results to real-world change.

BY THE END YOU WILL BE ABLE TO

01
Plan a proposal like a project

Match an idea to the right call, assemble a complementary consortium and work back from the deadline.

02
Use AI tools responsibly

Speed up literature, call analysis and drafting while protecting quality, confidentiality and integrity.

03
Write what evaluators score

Address Excellence, Impact and Implementation, and build a credible impact pathway with the Impact Canvas.

WHO SHOULD ATTEND

Researchers, doctoral candidates and research-support staff preparing Horizon Europe and other competitive proposals.

BRING WITH YOU

One project idea you are planning: in pairs, you will map it onto the Impact Canvas.

PROGRAMME · UK TIME

Time	Session
13:30 – 13:40	**Welcome & opening** Objectives and introductions
13:40 – 14:25	**Module 1 · Research management & the project cycle** From idea to the right call, building a consortium, working back from the deadline
14:25 – 15:10	**Module 2 · AI in proposal writing** Literature review, call analysis and drafting; ethical limits, disclosure and confidentiality
15:10 – 15:25	*Coffee break*
15:25 – 16:15	**Module 3 · Competitive proposal writing & the Impact Canvas** How evaluators score Excellence, Impact and Implementation; hands-on Impact Canvas
16:15 – 16:30	**Q&A & closing** Key takeaways and next steps

YOUR SPEAKER



Leonardo Piccinetti

Senior Research & Innovation Advisor · Managing Director, SITES Ltd

Leonardo works across Horizon Europe, MSCA, LIFE and Erasmus+, from proposal development and consortium management to exploitation and impact. His focus areas include the blue bioeconomy, the circular economy and quintuple-helix innovation governance. He is also a doctoral researcher at the University of Chester Business School.

ABOUT SITES

Sustainable Innovation Technology Services Ltd (SITES) is a Dublin-based EU research and innovation consultancy. With Europe for Business (UK) and REDINN (Italy) it works as one team: 64 EU-funded grants since 2009.

REGISTRATION & CONTACT

Register: **[registration link or contact]**

Questions about the content:

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