



ACCESS THE EXPERT SEMINAR SERIES

GET INVOLVED!

Are you ready to share your research with a business audience and spark meaningful connections with industry leaders?

Business Engagement at Queen's University Belfast is offering academics the opportunity to participate in their 'Access the Expert' seminar series. This round table style session will give you an opportunity to showcase your research to business leaders and decision makers in a small group setting. These collaborative sessions offer a unique opportunity to translate your research into practical solutions while gaining fresh perspectives on industry needs. Benefits for you include expanding your professional network, identifying potential research partnerships, and seeing your work create tangible impact beyond academia.

Whether your expertise lies in sustainability, digital transformation, behavioural economics, or any other field, your knowledge can help shape better business practices while enriching your own understanding of real-world applications.

Your expertise matters – share it with those who can put it to work.

✉ Express your interest today to lead an 'Access the Expert' seminar by emailing Portia Ellis-Woods – portia.ellis-woods@qub.ac.uk

★ Business Engagement handles the logistics - you bring the insight.

Why Take Part:

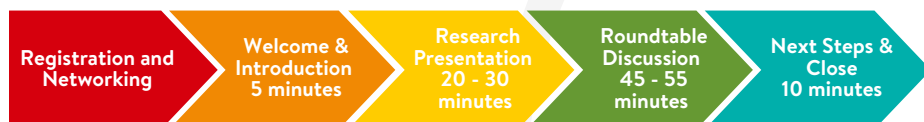
By leading a seminar, you'll have the opportunity to:

- ✓ Present your research to a select audience of engaged business professionals
- ✓ Build valuable relationships with relevant industry leaders during and post-seminar
- ✓ Gain visibility through targeted promotion across our networks and partner platforms with tailored promotion for your school or faculty
- ✓ Demonstrate ongoing impact and public engagement activity on your academic profile via Pure/social media pages

What to expect:

The duration of each in-person seminar is c.1 hour and 30 minutes, and the typical format is:

*The welcome and introduction is typically delivered by a senior leader in your School/Faculty





The Access the Expert seminars are brilliant for connecting academics with senior business leaders. Learning about the real-world challenges involved in different business sectors really helps us to understand the pathways to real-world impact of our research.



Previous examples of successful seminars:

HEALTHCARE IN THE AI AGE

Professor Iain Styles

School of Electronics, Electrical Engineering and Computer Science



Is your business using AI or considering doing so? Are you interested in AI-driven discovery, diagnostics, or clinical support systems? Professor Iain Styles' research interest is the development of new computational and mathematical approaches to model and understand complex biological phenomena and their relationship with human health and disease. He is interested in finding out what molecules are implicated in a disease and identifying where they go and what they do when they get there. He has developed techniques for extracting knowledge from large imaging datasets, working with a range of techniques from both artificial intelligence and classical mathematical modelling.

ENVIRONMENTAL CHALLENGES - RETHINKING LOW-CARBON BIOENERGY SOLUTIONS

DR BEATRICE SMYTH

School of Mechanical and Aerospace Engineering



Does your business involve the food-energy-water nexus? This talk covered measures that can be used to address three interlinked areas of agriculture, energy and environment. We will present ongoing research on implementing circular economy systems in agriculture to provide low-carbon energy, reduce greenhouse gas emissions, improve water quality and recycle nutrients. Two case studies will be discussed. The planting of short rotation coppice (SRC) willow as buffer strips alongside water courses has the potential to reduce agricultural run-off, with the dual benefit of promoting plant growth and increasing bioenergy yields. Anaerobic digestion is another technology that can help to manage agricultural slurries and provide renewable energy, but dealing with the residual product, digestate, presents challenges.



The seminar provided a really useful platform for discussing my research with industry experts, exchanging thoughts and sharing ideas.



To find out more about the previous seminars, click [here](#)

Interested in hosting a session, email
portia.ellis-woods@qub.ac.uk