



Brunel
University
London

College of Business,
Arts and Social Sciences
Centre for Entrepreneurship and
Sustainability

**Centre for Entrepreneurship and Sustainability
Centre and Marketing and Corporate Brand Management Research Group
(MCBM) invite CBASS colleagues to participate in a two-day research
methods event that will be presented by our guest, Dr Helen Kara, as follows:**

Using Creative Research Methods – 13th September 2021; Day One

10:00	Welcome and introductions
10.20	Presentation: creative methods and ethics in a pandemic
10.50	Discussion
11.00	Exercise: design an asset-based research project
11.20	Break
11.40	Discussion
11.55	Presentation: enhanced and mobile interviews
12.25	Video: Walking interview with Howste
12.30	Discussion
12.40	Exercise instructions
12.45	Lunch
1.30	Exercise: enhanced or mobile interviewing
2.00	Discussion
2.15	Presentation: comics in research
2.30	Discussion
2.45	Presentation: animation in research
2.55	Video: <i>Flying While Fat</i>
3.00	Discussion
3.15	Break
3.35	Exercise: making a comic
4.00	Discussion
4.15	Q&A
4.30	Close

Using Creative Research Methods – 14th September 2021; Day Two

10.00	Reflections on Day One
10.30	Presentation: mapping
10.45	Discussion
11.00	Exercise: concentric circle mapping
11.15	Discussion
11.30	Break
11.50	Presentation: poetic inquiry and analysis
12.05	Discussion
12.20	Exercise: poetic analysis
12.45	Discussion
1.00	Lunch
1.30	Presentation: ethics in creative research
1.50	Video: SAN code of ethics
2.00	Discussion
2.15	Presentation: metaphor collection and analysis
2.30	Discussion
2.45	Exercise: develop an extended metaphor
3.00	Break
3.20	Exercise: collaborative metaphor analysis
3.50	Discussion
4.10	Personal action plans
4.20	Final thoughts, Q&A
4.30	Close

** If you are interested to attend, please email Dr Alwi at Sharifah.alwi@brunel.ac.uk*

Guest Speaker:
Dr Helen Kara
FACSS (Instructor)
Director
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