



Katie Dennis, an Advertising student from the Faculty of Media and Communications took part in the Showcasing Undergraduate Research Excellence (SURE) conference in 2018 and 2019.

We spoke to her about her experience of taking part and any advice she would give to students interested in showcasing their work at next year's conference. Her research, based around the impact of vegan advertising, was recognised and awarded by SUBU for its relevance and impact.

### **What inspired you to take part in SURE?**

I was a part of the SURE conference in 2018 which I attended during my placement year. I had received an email explaining the details of the event and I wanted to push myself out of my comfort zone so I went for it! I benefited so much from it that I was happy to get involved again, this year.

### **Which piece of research / work did you present?**

I presented the research that I had done so far on my dissertation, I discussed how I chose the topic, what I had found which had already been covered in current scholarly literature and my take on how the dissertation would develop. The discussion was around the impact of vegan advertising, specifically focusing on millennial perceptions of print advertising.

### **What were your findings from your research?**

My findings were that shock and negative emotive advertising does not positively impact millennial perceptions of veganism and the more encouraging and inclusive approaches received positive feedback. I also found that the reaction from the advertisement usually impacted the individual's general perception of veganism.

### **What was it like to present at a research conference?**

It is a great opportunity to present at a research conference, but it is also valuable to hear the array of subjects which fellow students are researching. It is an opportunity to gather inspiration in terms of topics covered as well as the way in which they are presented. Sharing your ideas with others is a fantastic way to ensure that your argument is clear and that there is a level of consistency and coherency.

### **What did you get out of the experience?**

At the conference I was able to develop my communication skills as well as my presentation skills. Pushing yourself out of your comfort zone is difficult but it is so rewarding in the end. I was also able to understand areas of further development in my research as a result of presenting to others.

## **What would you say to students considering taking part next year?**

I would definitely recommend any student getting involved with the conference. Communication and presentation skills are two things that will be valuable for anyone going into any career.

**Students are invited to submit abstracts (i.e. a brief overview of their work) now for SURE2020 with the deadline of December 20<sup>th</sup> 2019.**

**SURE 2020 will take place on Wednesday 18 March 2020.**