

Essential workshops for social impact practitioners

2026 conference: Hands-on industry workshops

Are you leading a social purpose initiative and looking to strengthen your impact? These two practical workshops will help you build confidence in measuring and demonstrating social impact and using AI to support your organisation's mission.

Offered as part of the UQ conference *Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good*, both sessions provide practical tools and insights you can apply in your organisation.

The first session, *From purpose to proof: A hands-on guide to impact measurement*, is being presented by Royden Howie, Head of Impact Advisory, Impact Institute.

The second session, *AI for social good: Practical AI and ChatGPT workshop for social enterprises and non-profits*, will be hosted by Professors Ashish Sinha and Peter Popkowski-Leszczyc of the Business School.

Schedule: Friday 06 November, 2026

- Session 1: 1.00- 3.00pm
- Afternoon Tea break: 3.00 - 3.30pm
- Session 2: 3.30 - 5.30pm

Cost: \$100 per session

[Register here](#) for one or both sessions.

Registrations close midday on Monday, 02 November 2026.



From purpose to proof: A hands-on guide to impact measurement

Want to bring your organisation's purpose to life and show the difference your work is making? This hands-on session gives you practical tools, a clear framework and a real-world case study so you can measure social impact with confidence. It suits people just starting out as well as those refining an existing approach. You'll leave with a measurement strategy tailored to your work and ready to put into practice.

What you'll learn from the session:

- Impact measurement basics: what it is, why it matters and how it improves outcomes.
- Theory of change: build a simple map of your intended impact in a guided activity.
- Measurement planning: how to choose the right methods for your context.
- Core principles: engaging stakeholders, building measurement into day-to-day operations, and balancing rigour with practicality.
- Confidence to begin: start small, use what you already have and learn as you go.

Who should attend

- not-for-profit leaders and program managers who want more structure and clarity in their impact work, and a stronger case for ongoing funding
- social enterprises and B Corps aligning purpose with performance and communicating impact to stakeholders
- CSR and ESG teams building meaningful metrics into sustainability and community initiatives
- philanthropic foundations and impact investors tracking outcomes and making sure their investments drive real change
- community development practitioners amplifying local voices and measuring what matters to communities
- government and policy advisors focused on evidence-based decisions and creating public value.

AI for Social Good: Practical AI and ChatGPT Workshop for Social Enterprises and Non-Profits

This practical, hands-on workshop introduces social enterprises, non-profits and purpose-driven organisations to the effective and responsible use of generative AI. Participants will explore how tools such as ChatGPT can support common organisational activities, including grant writing and program delivery.

Through practical examples and exercises, the workshop will cover:

- effective prompting
- working with organisational information and data
- using AI to support the design-thinking process to enhance stakeholders' engagement
- accelerating innovation
- helping prioritise the resulting projects and ideas for the greatest societal impact.

Participants will leave with practical examples and templates, and a framework for identifying suitable AI opportunities within their own organisation.



Royden Howie

Head of Impact Advisory
Impact Institute



Professor Peter Popkowski-Leszczyc

Co-Lead, Alliance for Social Impact
Business School, The University of Queensland



Professor Ashish Sinha

Presenter
Business School, The University of Queensland

For more information

<https://business.uq.edu.au/research/research-groups/research-hubs/alliance-social-impact>