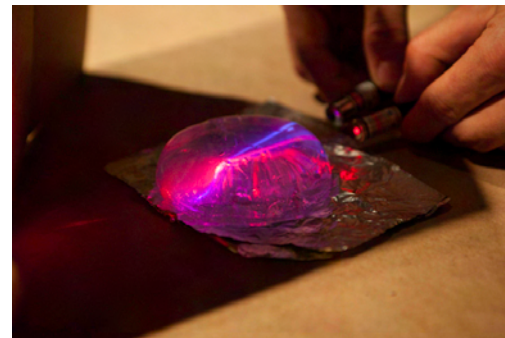
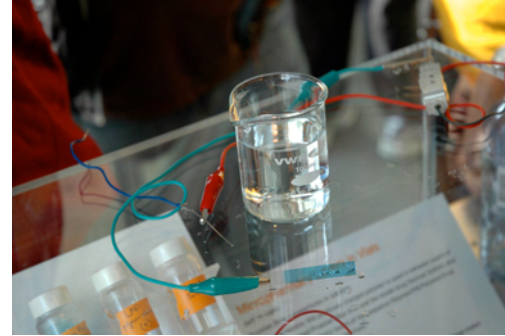




CAMBRIDGE
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FESTIVAL!

Cambridge Science Festival





**CAMBRIDGE
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Cambridge Science Festival

A brief overview...

An annual celebration showcasing Cambridge as an internationally recognized leader in Science, Technology, Engineering and Math (STEM)

Multifaceted, multicultural event every spring

Nine-days, 200+ events

Makes STEM accessible, interactive & fun for people of all ages!





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Cambridge Science Festival

A brief overview...

40+ venues throughout Cambridge & beyond

5th annual festival April 30th - May 8th

Audience - everyone, from Nobel Laureates to preschoolers

Festival strength for you: attract an audience & logistical support





Audience

Content

Structure

Promotion

Evaluation

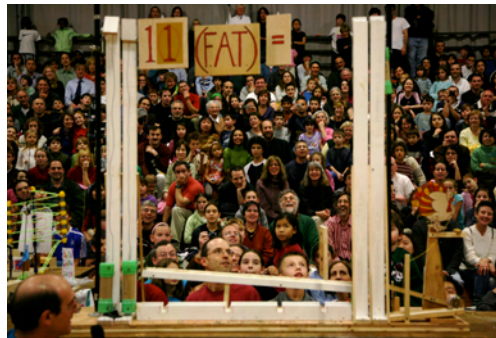
Who do you want to come?

Target audience

- adults
- families
- young people
- schools

Plan the bulk of your event towards your target audience

Be prepared for others to come as well





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Understanding your audience

Talk to some folks from your target audience in advance

Talk to others who have worked with a similar target audience

Attend other events targeted at a similar audience





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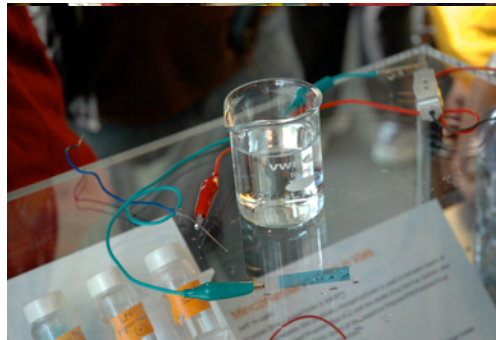
What do you want to communicate?

Aims & objectives

What do you hope people will get out of the experience?

Broad topic

What is the general topic?





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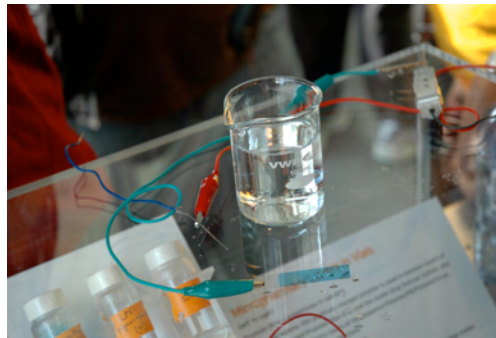
What do you want to communicate?

Major concept themes

What are the 3 to 5 main themes you hope to communicate? And, how are all the themes related?

Take home message

If participants remember only one thing from your event, what do you want it to be?





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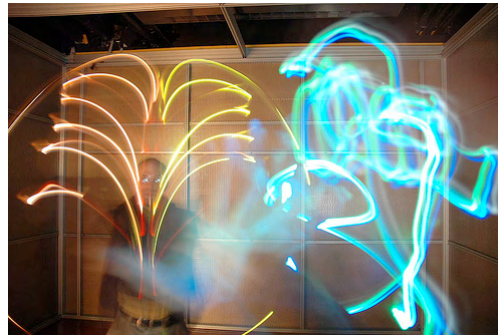
How will you present your event?

Event styles

- drop-in
- open house
- lecture
- discussion
- performance
- workshop
- pre-registration?
- fee?

Venue

Think about... sound, sightlines, flexibility, accessibility, amenities





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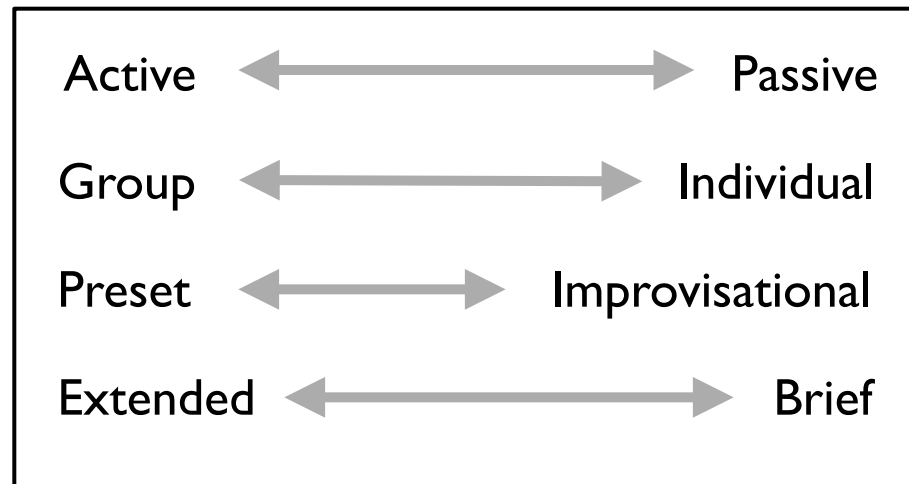
Promotion

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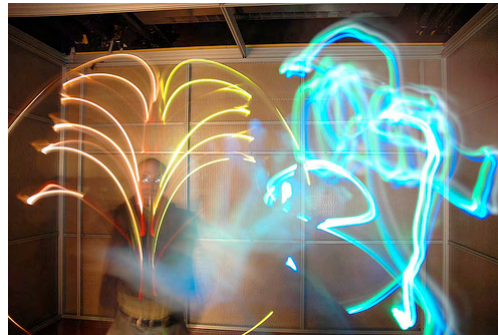
Who? What? Where?

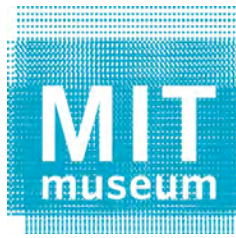
Presenters

Who? How many? How will you train them? How will you thank them? What are they responsible for?

Materials

Consider... event materials and pre/post materials - don't assume the venue will be able to supply anything!





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Planning a great event

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Tips to share with your presenters

- know your intended audience
- speak slowly and with age-appropriate language (no jargon)
- look at people and try to smile occasionally
- know the take-home message
- prepare material in layers starting with the largest message to the finest detail - be prepared to follow where your audience wants to go
- treat science outreach as a conversation where all parties are learners
- while preparing, feel free to borrow from other high quality outreach
- practice in front of family and friends who don't really know your work - solicit their feedback and make changes
- make your presentation a bit personal - folks are interested in you
- come prepared with questions for the audience
- encourage people to talk amongst themselves to come up with some questions and ideas of their own
- be comfortable admitting if you don't know the answer to a question



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Need logistics support?

Ask the Festival Office!

Finding venues

Identifying best time & date

Connecting to community partners





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Promotion

Know your audience and how they get their information

What the Festival office will do...

- Festival Program Guide
- Festival website
- Paid advertising

What you should do...

- Make your own flyers
- List your own events
- Tell everyone you know





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More specifically...

- Partner with organizations that have access to your audience - get your blurb in their listings
- Use all of your internal resources - e.g. your department's communications team, co-worker's network (i.e. schools, professional societies, etc.)
- Use social networking (e.g. Facebook, Twitter, etc.)
- Don't ignore grassroots basics
- Make the Festival Office aware of all good visual opportunities in advance



Audience

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How will you get people in the door?

Titles & descriptions

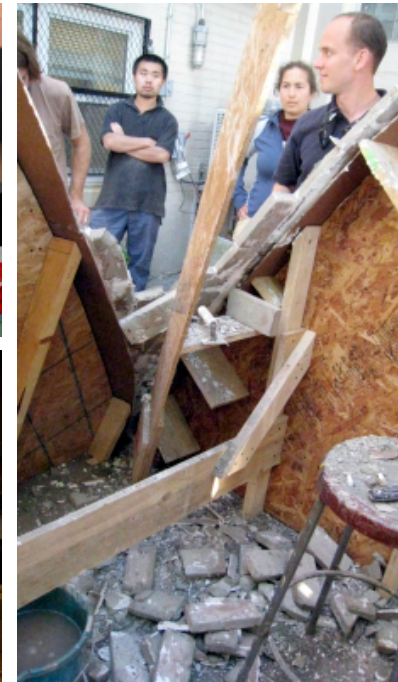
Need to write to attract your target audience

Be clear about your event themes and styles

Make sure you say what you're going to do - and then really do it

Maps & orientation

Make it clear and simple





Audience

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Writing for your audience

Middle school

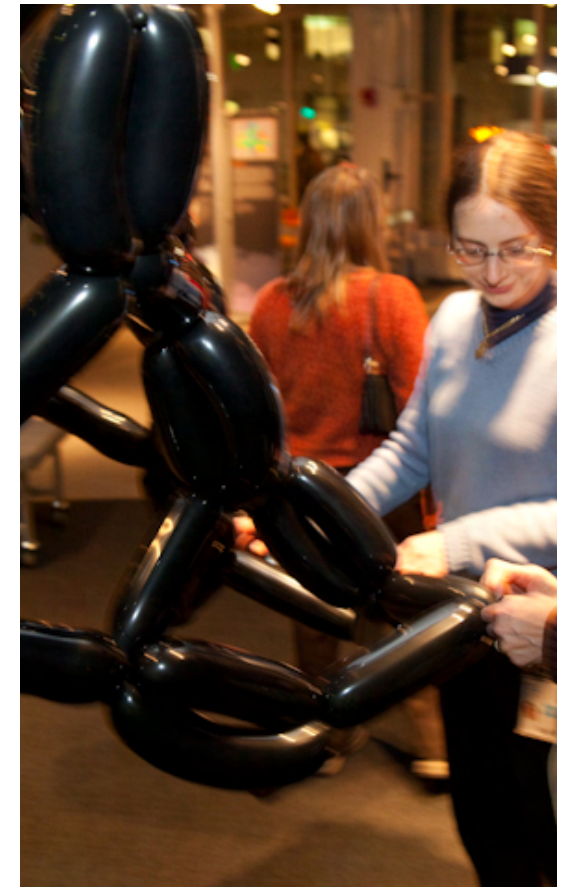
Step inside the world of the very small and learn about the structure of one of the coolest new materials: carbon nanotubes. You'll work with your friends to quickly build a mega-sized model of this nano-scale molecule.

High school

From snowboards to cellphones, nanomaterials are changing the world. Get into it. Come build a huge sculpture of a carbon nanotube molecule out of balloons. Grab one, get twisting, and join in creating a 10-foot model of a nanotube, one of the most important nanomaterials yet discovered.

Adult

The watchword isn't "plastics" anymore, it's "nanotechnology." Come learn about new materials being used in display technologies, superstrong composites, and the next generation of computer chips. We'll look at carbon nanotubes, explaining their structure with models and a brief lecture by an MIT researcher working in the field.





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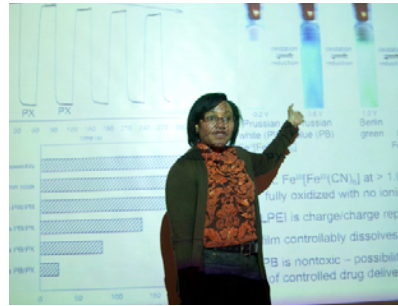
Evaluation

How did it go?

On the day, keep a tally of how many people came in rough age categories

Take note of what worked and what didn't so you can do better next year

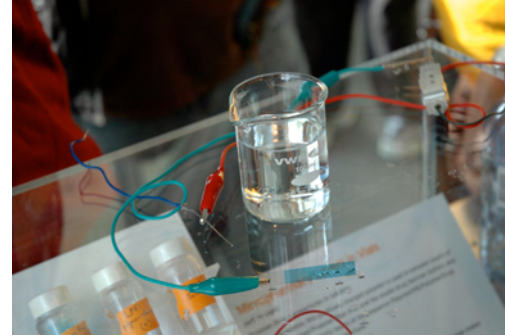
Talk to your presenters and your participants - get their thoughts





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Final thoughts...

- Why do I care?
- How can I learn more?



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