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SCIENCE FESTIVALS

Key-points in organising
a celebration of science


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The biggest motivation (to start the World Science Festival) *is the recognition that the world is so increasingly reliant on science, and yet a large portion of the general public is intimidated by science. They somehow think it's something that you try to get through in school but once you got through it, it's something you leave behind. […].*

When people are presented science in a way that is accessible and compelling and inspirational, they not only love it, but they also find it opens up a whole new universe of thought, a whole connection to the world around them that they find enormously enriching. So the goal of the festival is to basically increase the number of people that have that experience.

People are hindered by *the intimidation and the cultural willingness to stay away from science. If you have a celebratory environment around science –one that gains a critical mass of great scientists, the general public, and media attention– you can begin to influence that cultural perspective.*

Brian Greene
World Science Festival Co-founder
source: http://www.scientificamerican.com/article.cfm?id=a-science-fete-project-jun-08


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FOREWORD

Science festivals are large, inspiring celebrations of the fascinating world of science and technology. Every science festival is unique, and each new festival opens the door to experimentation and innovation.

A variety of science- and technology-related activities –lectures, exhibitions, workshops, live demonstrations of experiments, guided tours, panel discussions, hand-on activities, school visits, even cultural events such as readings, art exhibitions, films, music–, all aimed at involving the general public in explorations of the different facets of science, can be part of the public event called science festival, during which events and programs can pop up everywhere, including in unexpected places, revealing hidden science treasures, engaging and educating the general public, and sparking curious minds to explore prominent discoveries, some taking place even in our own backyard.

In this way, festivals establish science as a part of the local culture, attracting the attention and potential participation of everyone living and working in a community.

Because of their nature, the challenges associated with running science festivals are many. The purpose of this manual –which is in fact a compilation of guidelines given by experts-organisers of big events in general (f.ex. conferences, cultural festivals) and science festivals in particular, gathered via internet[1]– is to give some guidelines useful for **Local Science Festivals**' organizers, an idea of all the steps that need to be taken when organizing such an event. Organizers, however, should always keep in mind that in order to be successful, science festivals require a critical mass of energy and resources and they greatly depend on the continued creativity, hard work and enthusiasm of those involved in them.

[1] http://sciencefestivals.org ; http://network.sciencefestivals.org ; www.ieee.org ; http://worldsciencefestival.com ; http://cambridgesciencefestival.org ; http://cyprusfestivalscience.com ; http://www.sciencemag.org ; www.animafac.net ; www.lauragrantassociates.co.uk ; http://www.scientificamerican.com


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INTRODUCTION

John Durant, Director of the MIT Museum and Executive Director of the Cambridge Science Festival, and Alaa Ibrahim, assistant professor in the Dept. of Physics at the American University in Cairo and director of the Cairo Science Festival, in their article "Celebrating the Culture of Science"[2], give a brief, precise and eloquent description of science festivals and their goal: "*Science festivals are rich expressions of the cultural importance of science and technology. Typically, they give researchers the chance to interact directly with students and citizens from all walks of life. They also offer many different forms of engagement, from lectures, dialogues, panel discussions and debates; through hands-on demonstrations, shows, exhibitions, and workshops; to science-related theater, cafes, music, and stand-up comedy. The topics covered are equally diverse, but no matter what the field, the goal is the same: to engage citizens with science in ways that are inspirational and empowering*".

"From Genoa to Edinburgh, from Ireland to the United States, such gatherings of scientists and the public are drawing hundreds of thousands of visitors, who are treated to everything from popular lectures to science-related operas. For periods ranging from a weekend to a full week, cities are transformed into places where science briefly attains what should be its natural place in popular culture.[…] What all of these science festivals have done is to let people indulge their natural inner fascination with the world around us in a context that is neither intimidating nor culturally remote, as a university lecture hall too often seems. What works particularly well is to intersperse very different types of standard events (like lectures and panels) with musical compositions or storytelling and to ensure that each day there are hands-on activities for children. […] Probably the biggest concern, which each festival dealt with in different ways and with varying degrees of success, is to try and ensure that the science does not get completely subsumed by the spectacle"[3].

So, we could say that successful could be considered the science festival that manages, in general:

- to increase scientific awareness among the citizens of a community;
- to promote widespread access to new knowledge and science experiences;
- to support and improve formal and informal science education;
- to encourage young people to study science and technology subjects further and to consider careers in these areas;
- to facilitate new networks and strengthen existing ones;
- to provide a venue for local scientists or scientists to be;
- to promote careers;
- to engage new audiences in the festival
- to establish a national, and why not, a beyond national borders profile.

[2] John Durant and Alaa Ibrahim, Celebrating the Culture of Science, in *Science* 11 March 2011: Vol. 331 no. 6022 p. 1242
[3] Lawrence M. Krauss, SCIENCE FESTIVALS: Celebrating Science as Culture, in *Science* 1 August 2008: Vol. 321 no. 5889 p. 643


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CHAPTER 1
FROM THE CONCEPTION OF THE IDEA TOWARDS A CONCRETE PLAN
From the "What? Why? Who?" towards the "Where? When? How?"

Start small, think big

Organising such an event, as the science festival, can be a challenge for anybody, so do not give up at the beginning, try something new, better and more interesting and funny and you will be satisfied and your visitors and guests will be pleased at the end. Always keep in mind that the benefits to be gained (for all parties involved in them) make the science festival worth it.

Benefits

as formulated by the Science Festival Alliance
(source: http://sciencefestivals.org)

For attendees

Festivals draw new audiences into face-to-face contact with STEM professionals and celebrate science and engineering as central elements of the region's culture and community. They encourage young people to pursue coursework and careers in science by presenting engineers and scientists as role models, highlighting career paths within the community that are interesting and lucrative, and by providing opportunities to learn by doing.*

For scientists

STEM professionals gain high-profile exposure as well as new opportunities to be directly involved in public outreach through personal interaction not only with colleagues but with the wider community.

For the community

As big, bold events, science festivals quickly become a source of pride for the local region as a place that generates knowledge, innovation, and invention.

For organizers

Those dedicated to public science engagement become united in a common cause, developing connections that foster new collaborations. In addition, festivals often attract support from people and organizations that have not previously shown interest in underwriting STEM education.

For the economy

Science festivals make a strong statement about a region's leading role in science and technology, the economic drivers of the 21st century. Festivals help to develop the local workforce and foster a positive business climate with informed citizenry. Festivals can also boost tourism and local business by drawing large crowds of attendees.

** STEM = Science, Technology, Engineering, Maths*

Start out by taking a look about you and learning from what others have done. Visit other science festivals websites, get ideas[4], but most effectively, visit other science festivals

[4] An indicative list of some well-known Science Festivals and their websites follows:
World Science Festival http://worldsciencefestival.com
Cambridge Science Festival http://cambridgesciencefestival.org
Cheltenham Festival of Science http://www.cheltenhamfestivals.com
St. Petersbourg Science Festival www.stpetescifest.org
British Science Festival http://www.britishscienceassociation.org/web/britishsciencefestival
Edinburgh International Science Festival http://www.sciencefestival.co.uk
Newcastle Science Festival http://www.newcastlesciencefest.com

on-site! According to the findings of an evaluation procedure conducted on behalf of the Science Festival Alliance, "*the single most important strategy for first-year festival organizers is to travel and participate in other science festivals, particularly where there is an existing relationship with the festival organizers*" [5]. This way you will be given the opportunity to experience a festival with flesh and blood, you will understand what it feels like, you will be get inspired to form a vision of what you could work in your community, and finally you can grab the chance to meet with other organizers and learn from them.

In addition, do not neglect to visit and take into consideration other local events of your area, as they will help you get the pulse of the certain community and approach possible partners, sponsors, supporters, volunteers.

And finally, as Matthieu Latour of the Eureka! Festival (Montreal) suggests: "*A little trick is to participate in professional conferences on the organization of events. Even if this does not directly address science festivals, you can find lots of suppliers, facilitators and innovations of all kinds. Also, we met a regional organization that deals with the tourism industry. They have plenty of tools to help us promote our event.*"[6]

Once you feel comfortable that you have done enough of this background research and networking, here are some next steps you will want to take to ensure that your festival is viable[7]:

» Establish a clear and succinct overview of what kind of festival you want to organise and the goals you hope to achieve with a festival effort. A clear goal will help you explain the project to others and articulate why it is important to do the festival. The most important questions you will have to answer to are:

i. What will be its size?
ii. What will be its duration? One day-event or more?
iii. What will be the aim of this organisation, its concrete goals? What exactly do you want to accomplish? What is/are the identified need/s you want to cover?
iv. Will it serve your local community or do you envisage something broader?
v. Will it be a single-topic festival or will it cover a wider range of topics?
vi. Will it be a free event or there will be a ticket for the entrance to all the festivities or to some of selected events?
vii. For whom will it be organised? What will be its target audience? Families with kids? Teens? Adults? Specialists? Everyone?

San Diego Festival of Science and Engineering http://www.sdsciencefestival.com
North Carolina Science Festival http://www.ncsciencefestival.org
New Zealand International Science Festival http://www.scifest.org.nz
Philadelphia Science Festival http://www.phillasciencefestival.org
Bay Area Science Festival http://www.bayareascience.org
Manchester Science Festival http://www.manchestersciencefestival.com
Oxfordshire Science Festival http://www.oxfordshiresciencefestival.co.uk
Dundee Science Festival http://www.dundeesciencefestival.org
Cyprus Science Festival http://cyprusfestivalscience.com
Singapore Science Festival http://www.sciencefest.sg
Cairo Science Festival http://www.cairosciencefestival.org

[5] Science Festival Alliance, *Get Inspired - A first look at science festivals*,
[6] http://network.sciencefestivals.org/forum/topics/festival-production-the-first
[7] as in 4 and 5

viii. Where will it be held? In one or more places? Outdoors, indoors, partly outdoors and partly indoors? In own venue(s)? In other, public or private, venue(s)? In a combination?

IMPORTANT NOTE: In order to decide the place, keep in mind the following: Accessibility, Audibility, Capacity, Equipment, Safety, Hygiene, Good temperature conditions, Café facilities, Protection of the environment, the "when" (as follows).

ix. When will be held? Spring? Summer? Autumn? Winter? Daytime? Evening? All day long?

IMPORTANT NOTE: When deciding the when, make sure that you have taken into consideration the following:

a. Not to schedule your science festival...

...at the same time as another major event

...during holiday/vacation

...during exam periods.

b. If it is to be held for more than one day, then **conclude it during Sunday**, so count from Sunday backwards to find the start day.

c. If weekdays included, extra consideration should be taken when elaborating the festival program, as most people are at work & school.

d. The best time to organise such an event is during spring or autumn.

x. How do you expect to organise it? Who will implement your vision/plan/idea? Has your organisation/institute/association/entity/body the legal status required to undertake such an event or should it be undertaken by another organisation? (see **MAIN OPTIONS FOR THE BASIC ORGANIZATION OF A SCIENCE FESTIVAL, p. 16**). Will volunteer effort be the basis of the organisation of your event or are you hoping to sponsorships and donations? etc.

IMPORTANT NOTE: Take into account that in order to organise a science festival you will surely need the following: Hard work, Enthusiasm, Lot of time, Own resources and funds, ***excellent planning and organisation*** (which is the soul of a festival), the indispensable contribution of external funds coming from EU, national, regional, municipal or other state sources, Partners, Associations, Sponsors, Donators, and of course the invaluable contribution of volunteers.

» Develop a realistic appraisal of the resources at your disposal (human, financial, technical and administrative), and define the areas in which you expect you will need support and extra resources.

» Choose a name for your festival. The name should be catchy, inspiring for your target audience, your collaborators and sponsors, and easy to adapt to a probable broader vision or changing circumstances in the years ahead.

» Approach those of the key local organisations that are most likely to become your co-founders and without whom a science festival could never be organized.

» Develop a short, strategic list of the organizations and individuals that you would like to approach in order to become your collaborators and begin exploratory discussions to listen to their needs and goals.

- Develop a short list of the organizations and individuals that are most likely to provide the initial funding for a festival effort: the festival does not become reality until you have secured the first substantial donation.
- Name an advisory board/committee. Select people who are influential in the community to drum up enthusiasm and inspire donors. Ideally, they should be able to walk into a room of skeptics and leave behind a crowd of people committed to the festival vision.
- Determine who will ultimately (co-)implement your vision —those who will provide programming, presenters, and venues— and get them on board. This process can range from hand picking top science communicators to issuing an open "call for entries."

MAIN OPTIONS FOR THE BASIC ORGANIZATION OF A SCIENCE FESTIVAL

Who should ultimately be responsible for a science festival? Who will receive and hold funds, make payments, accept legal liability for festival activity, hold relevant insurance policies, etc?

by Science Festival Alliance Organizers Network

source: http://network.sciencefestivals.org/forum/topics/festival-production

a. Under a larger umbrella

This is the most common arrangement for science festivals. In this arrangement the basic administrative functions are taken on by an existing organization, often a museum or university.

The benefits of this approach include:

- Systems are already in place for accounting, legal, and insurance functions, as well as an existing charity status.
- The host organization is a built-in partner ready to bring considerable resources and reputation to bear on making the festival a success.
- Festivals are about rallying all of the stakeholders in a region, and this is often easiest when building on the existing trust and connections of an established organization.

Potential downsides:

- The host organization must be committed to the widespread collaboration, and sharing of credit, needed to make a festival community-wide.
- Festival decisions sometimes must be made quickly, and may not thrive in a bureaucracy.
- Internal conflict can arise when a festival's annual fundraising push competes with the host organization's larger funding goals.

b. Going it alone

A less common option is to incorporate an independent organization to take on basic administrative functions.

Benefits to this approach include:

- Rapid decision making
- Absence of fundraising conflicts
- Ability to neutrally form relationships with potential partners
- The independence and freedom to make decisions that are solely in the best interest of the festival.

On the other hand, it can take as long as a year to incorporate, and the overhead costs of attending to administration can be a drain on festival resources, even as the festival grows. Importantly, without the imprimatur of a trusted charity it can be very difficult for a festival to secure the initial funding needed to give it the momentum to succeed. Science festivals that are too closely identified with a single founder risk running counter to the idea of the community itself stepping up to embrace and celebrate science.

c. A team effort from the beginning

Many of the most successful science festivals are the products of deep collaborations. So why not formalize this collaboration into the festival's basic organization? Using the research consortium as a model, this arrangement may identify a single organization as the fiduciary agent without giving it overwhelming decision-making power.

Benefits include:

- A built in team that distributes workload
- A combined pool of diverse contacts and audiences
- A balance of perspectives, and several groups invested in a festival's sustainability
- A very strong message about the need for the entire community to work together to make the festival a success.

However, relying on a committee to attend to the details of producing a large event is not a good idea, so such a consortium will only work if responsibilities are very clearly articulated.

CHAPTER 2
PREPARATION IN DETAIL: GIVING LIFE TO THE PLAN

A good start is half the battle

2.1 INTRODUCTION

Every science festival's internal organization will be different, but established festivals have some common elements that should be considered by anyone thinking of starting a science festival. These functions include:

- Basic administration - Event coordination - Volunteer coordination
- Budgeting - Fundraising
- External relations - Marketing, promotions, and communications
- Educational programming
- Graphic and web design
- Evaluation

2.2 THE MAIN FESTIVAL ACTORS - a brief overview

Know what you are good at, and what you have the capacity to do.
Contract everything else out.
P.A. d'Arbeloff, Director, Cambridge Science Festival[8]

Science festivals reflect the communities in which they occur. They simply are not possible without a strong, empowered and motivated team and without the participation of a broad base of partners, sponsors, and caring citizens.

2.2.1 Festival staff

Almost all large-scale science festivals have a ***central festival office*** with a dedicated staff person who serves as **festival director**. Fundraising is often one of the main functions of the festival director, so contracting out this position may not be appropriate. In some cases, the director leads a small staff, but for almost all science festivals the festival office is extremely lean. Among a 2010 informal survey of science festivals only one office had more than 2 full time staff people and many operated with less than 1.0 FTE. However, as the

2.2.2 Consultants and contractors

Because the workload swells dramatically in the run up to a festival and then swiftly drops off, most rely on a team of contractors as planning intensifies. It is very common for the number of contractors to exceed the actual festival staff.

2.2.3 Collaborators

[8] http://network.sciencefestivals.org/forum/topics/festival-production

Science festivals are substantially dependent on the collaboration of diverse organizations and individuals, with diverse viewpoints, resources, and goals. More specifically, festival collaborators include organizations that are a part of the fabric of the community, such as universities, school systems, civic governments, and regional media outlets. Festival collaborators are often involved in the festival planning process and provide major in-kind support. Accordingly, collaborators share in the overall success of the festival and realize benefits that serve their own mission.

A science festival office must unite this group of partners in common cause to make the festival happen. The mix of collaborators will be different for every science festival, as will the motivations for collaborating for any given entity.

Matthieu Latour, of the Eureka! Festival, points out that collaborators need to see the value of being a part of the festival: "*Exhibitors are our allies in developing a science festival, but when you think about it, they also benefit from meetings with the public. For private companies, they improve their visibility. For organizations such as museums and schools, their participation in the festival meets their primary mandate of making available scientific culture*."

2.2.4 Committees and boards

Festivals form at least one committee/board comprised of diverse stakeholders to perform and assist with specific festival functions. The Committee(s)/Board(s) provide(s) the opportunity for key festival collaborators to stay informed about and contribute to major festival planning. They tend to meet in person regularly. These committees/boards may include:

Festival Committee/Board: Basically, every science festival form this Committee, which is the Committee of the Committees, if more exist. Its Head is the Festival Director who, in close collaboration with the rest of the Festival Committee members, ensures the satisfactory progress of the whole organisation and reports to the sponsors.

Finance Committee/Board: its role is to ensure that all financial, tax and audit requirements are met.

Program Committee/Board: its role is to ensure that a well-balanced, high quality program is organised and presented

Publicity & Public Relations Committee/Board: The promotion throughout the planning process of the science festival is critical to its success. It gathers, maintains and utilises lists of media contacts, promotes the science festival via every kind of publications and news media, and assists with the development of the science festival website.

Exhibits Committee/Board: This committee ensures proper handling of contracts, floor space, exhibitor registration, security and other logistics.

Local Arrangements Committee/Board:

Keep in mind that the most important in the committee creation process is the clear definition of roles and responsibilities.

2.2.5 Volunteers

With so much happening at the same time science, festivals depend on a dedicated corps of volunteers. Mobilising volunteers from the beginning can become a really wise move as they will feel more involved in the success of the festival. In addition, besides their contribution to the preparation of the event, volunteers' help will be indispensable when conducting the communication campaigns (distribution of flyers, putting up posters, holding the information stands, etc.) and during the festivities.

2.2.6 Event Presenters / Exhibitors

Individuals working or studying in a field that involves science, technology, engineering or math, can propose their own festival programs, or use connections within their field to help a festival find the right presenter for an existing event, and this way to share their work with the public.

2.2.7 Advisory Board(s)

As mentioned before, festival advisory board(s) tend to be comprised of "people who are influential in the community to drum up enthusiasm and inspire donors", i.e. high-level representatives from the sectors a festival needs to draw upon, including funders, scientists and engineers, and government representatives. This/These board(s) rarely, if ever, meet(s) in person, and members are often selected in the beginning to demonstrate that there is broad support for the festival concept. Advisory board(s) is/are not asked to take action together, so it/they may include dozens of names.

2.2.8 Patrons

The patrons, generally, are companies, organizations or individuals who cannot function as sponsors or co-sponsors, but desire to participate in the science festival by more than just attending or exhibiting. Patrons should be active in the festival technology or be of significant assistance to the Science Festival Committee. They may participate by hosting a specific function, such as a coffee break, or by performing a necessary service, such as gratis printing or mailing.

2.3 THE CORE FESTIVAL TEAM[9]

2.3.1 The Director of Science Festival & Head/Coordinator of the core festival team

She/he is in charge for technical and organizational preparation of the festival. She/he directly leads, organizes and supervises the work of entire organizational team. She/he takes part in all phases of preparation, execution, ending and evaluation. From these general assignments we can enumerate specific tasks:

- she/he is responsible for executing all the tasks of the core festival team;
- she/he takes part, with her/his suggestions, in preparation of the lists of needed materials;
- she/he is responsible for updating the home page of the science festival website;
- she/he is available for the members of her/his team for help and advice;

[9] Based on the IAPSS, *How to organize a conference STEP BY STEP MANUAL - ENLISTMENT OF IDEAS AND PRACTICAL SOLUTIONS THAT IS GOOD TO HAVE IN MIND WHEN ORGANIZING A CONFERENCE* source: http://www.iapss.org/downloads/publications/iapss_conference_manual.pdf

- she/he is responsible for a normal course of events;
- she/he passes out the tasks to her/his team;
- she/he pronounces praises and rebukes;
- together with the members of the team, she/he sets up a time frame of the event;
- she/he deals with conflicts inside the team in case they emerge.

During her/his work, the Head/Coordinator of the core festival team takes into consideration suggestions and advices of other members of the team. For the needs of harmonization of the work, he/she organises regular meetings of the team. An essential part of these meetings is also analysing of the work that has been already done. After the festival, she/he takes an active role in evaluation and drawing of the final report of the event.

The qualifications of the Director of Science Festival and Head/Coordinator of the core festival team include:
- excellent organizational and managerial skills;
- ability to adjust different interests and tasks inside the team;
- prestige and authority that is used in the right time or situation;
- attitude that is not dictatorial or extremely democratic/lean;
- ability to take control over every crucial situation before leading to ignition;
- inexhaustible energy as he/she is the engine of entire team;
- ability to advise the members of her/his team;
- excellent sense for teamwork.

2.3.2 Head of Finances

The most important task is drawing up the budget and gathering the funds needed for the event. It is possible for the Director of the Science Festival to hold the role of Head of Finances as well. All members of the team help her/him with her/his task, especially the Director of Science Festival, if not the same person.

The Head of Finances is responsible for positive management of the event. She/he is coordinating the needs (financial, material) of other members of the team. With the available resources she/he tries to satisfy as much needs as possible.

Individual tasks are:
- she/he is in charge of financing before, during and after the event;
- she/he collects and keeps track of delegation payments;
- during the event she/he is in charge of common purse;
- responsible for appropriate security of common purse;
- responsible for setting up the final financial report.

The required qualifications for this position include:
- excellent financial management skills;
- excellent language skills as he/she is the one talking with possible sponsors and donators;
- precision and sense of economy.

2.3.3 Head of program

Her/his job is to prepare the program of the festival. This means she/he has to plan every event from getting up in the morning to going to sleep. She/he can conduct this task with the help of the team or other people, but if the task is not completed in time or not done properly she/he is the one responsible. It is possible, even desirable, for the Director of the Science Festival to hold this role as well.

Individual tasks are:
- preparing the order of the day;
- getting in touch with the lecturers, participants of round tables etc.;
- informing the Head of technical support which classrooms are need and when;
- planning the evening events, making reservations if needed (This is conducted with Head of logistics);
- informing the Head of accommodation when should the meals take place;
- responsible for a contingency plan in case lecturers cancel their attendance five minutes prior to start of the lecture.

2.3.4 Webmaster

Her/his task is to maintain and refresh the home page of the festival. She/he is not in charge of the content of the home page, only the outlook of the page. Individual Heads provides her/him the content for the home page. PR team can be responsible for the outlook of the page and the webmaster becomes in charge for the technical side of the page. It is your decision.

2.3.5 Head of Publicity, Communication & Public Relations

If you want to be mentioned in the media then you need your PR team. Task of this team is to get in touch with as many journalists, reporters as they can and keep them informed about your events (lectures, round tables, etc.). Prepare special maps with materials for journalists and make sure that they have a seat in front of the classroom.

2.3.6 Head of technical support

Her/his task is to prepare the classrooms in time, make sure that the audio-video equipment is working properly. For successful conducting of this task she/he should have 4-5 people helping her/him (depending on the size of the festival). Some other tasks are:
- she/he is responsible for up date of info-point and materials available there;
- she/he also photocopies all needed materials for the festival. This task is conducted before and during the festival.

2.4 MANAGING INTERNAL RELATIONSHIPS – INTERNAL COMMUNICATION

When creating a consortium of festival partners, it is easy for important administrative tasks, like planning, budgeting, and fundraising, to become “Someone Else's Problem”. Alison Rynne, of the San Diego Science Festival, tries to avoid this by “*making sure that relationships are spelled out in advance to avoid confusion. Also, the gatekeepers for these relationships all need to be on the same page. Here in San Diego, we have a very detailed "terms and conditions" that spells out how the relationship will work. I send out reminders to community partners on a regular basis to remind them of their responsibilities as well as make sure that we are keeping our commitments*.”

It is strongly advisable a person to be appointed to handle the internal communication and collect reports, inform members that couldn’t participate in a meeting, and generally make sure that every actor and sponsor is informed for the progress of the festival preparations. In order to succeed good internal communication, use every available wed tool, e.g. mailing lists, blogs, services for sharing documents etc.

Moreover, and in addition to the pre-scheduled official meetings of the Committees/Boards, it would be a good idea to spend some "informal" time with your core team. Drink a coffee, go out for a lunch, and the members of your team will get more connected and will be more engaged to your plan.

2.5 ENSURING FINANCE & SPONSORS

"*If you are planning for an annual celebration*
be sure to leave funds in your budget to keep you going for the following year."
P.A. d'Arbeloff, Director, Cambridge Science Festival

2.5.1 INTRODUCTION

Festival events and programs are often free to attendees, but can be expensive to produce. For this reason, most science festivals rely on external funds to make up the difference.

There are various types of funding:
• *Subsidies*: they are granted by public institutions (ministries, communities, etc) to associations whose projects correspond to their policy.
• *Grants and awards*: usually they are offered after a contest that rewards the best applications/proposals.
• *Sponsoring*: it is a financial assistance or in kind donation in return of promotion: one gives you money, you speak about the generous giver-sponsor.
• *Patronage*: it is the altruistic version of sponsoring: the generous giver-patron should not require any returns (even though that's the case, you mention the individual or include the logo of the organization providing you with any kind of assistance that can be translated in money).

2.5.2 POTENTIAL EXTERNAL FUNDING SOURCES

Common funding sources for science festivals include the following categories:

State Funds: Various governmental agencies and national decentralised services (e.g. Regional Directorates of Youth), including those dedicated to economic development, public education, and public health, may be interested in supporting a science festival. For example, early support from a regional economic development agency could help your festival to form its goals of increasing local skills, interest, awareness, and enthusiasm for science.

Local authorities: Regions and Municipalities can play major role in financially supporting the festival, especially if the goals of your festival corresponds to the aims included in their policies.

Primary, Secondary and Higher Education: Sharing similar educational aims, educational institutions could offer important financial support to your activities either by providing part of their funds to be dedicated to the organisation of educational events or by pointing out other structures that could support you. Contact all relevant actors of the administrative staff,

of the cultural service or even of the Administrational Board of the University of your Region. In addition, contact schools that traditionally are active in organising events.

European Union: The European Union has a very large pool of grants and the amounts allocated can be significant. Find the EU funding program that corresponds to your specific project. Keep in mind that if you want your festival to be funded by EU, it must have a real European added value. For example, some EU programs require conditions of transnationality or partnership with other associations of EU member countries. If your project is only national, assess its relevance to Community objectives, and apply for financing.

Core partners: The core partners, led by your organization, often commit funds and in-kind resources. These may be resources from an organization's general budget or pass-through from grants and dedicated funds. As already mentioned (see 2.4), what should be taken in account is the need to "*have a very detailed "terms and conditions" that spells out how the relationship* [among core partners] *will work.*" (Allison Rynne, San Diego Science Festival)

Corporate Sponsorship: A substantial portion of your science festival budgets could be raised from corporate sponsorships. Sponsors receive high profile, positive exposure and increased public awareness. Science festival sponsorship draws primarily from STEM[10]-based companies, giving those companies a chance to describe their accomplishments to the public while sponsoring related public education.

Other Grants and Donations: As a public-oriented event aimed at reaching a great amount of people, a science festival is an attractive target for grants and donations from foundations, organizations and, more rarely, individuals.

2.5.3 INTERNAL FUNDING SOURCES

Among possible fund sources there is an obvious source that is usually forgotten: the own sources. These may include:

Ticket Revenue: While not a common practice, ticket sales can be proven successful. Offering ticketed events instead of free events can have an effect on audience development, sometimes discouraging attendance. However, this is not always the case. Dom McDonald of the Oxfordshire Science Festival noticed that: "*there will be some people who will value something more if they have to pay for it. In fact, we have started charging for bookable events to ensure attendance after experiencing empty seats in "sold out" events where booking was free.*"

If you decide to have tickets, even if not to all events, you must set up a ticketing system. Sold online, in advance and on-site, tickets must be composed as follows: the block of tickets must include a coupon of control (the one you detach) and a coupon that the viewer keeps. The ticket must contain the name of the host association, the ticket number and the price of admission. You must treasure the block of the tickets and the control coupons even after your last event, as they will serve you for your records and the accurate estimation of the number of participants.

Exhibitor Fees: In some cases, science festivals can raise funds from exhibitors and event presenters. These fees are often linked directly to the costs of operating an event (such as tents,

[10] STEM stands for Science, Technology, Engineering, Maths

electricity, equipment rentals, permits and safety personnel, etc.). In some cases, substantial exhibitor fees levied on corporate exhibitors cover a major portion of the festival's budget.

Income from the festival bar: In case you ask for and obtained authorisation for bar services in the festival site, this can become a very good source of funding. It is however important to have thoroughly planned its operation so as to make the best of it. Visitors, for example, must not wait in long queues and lose events.

2.5.4 Sponsorship benefits

Festival events and programs are often free to attendees, but can be expensive to produce. So, most science festivals rely on sponsors to make up the difference. This way, sponsors with their essential financial or in-kind contribution, and even though with their donation they gain in return good benefits, they will be your great support to implement your vision and plan. For this reason, your sponsors must be persuaded that by helping your festival to acquire flesh and blood and inspire the public, they will get a great return on their sponsorship by reaching a huge audience.

As a Public Relations specialist, Kim Harisson, suggests, "*conduct research on each potential sponsor to identify the types of benefits you think they would be most attracted to. You can look at previous sponsorships in which they have been engaged, review their current sponsorship policy or even phone them to talk with the executive responsible for sponsorships. Tailoring the benefits to their specific interests is the best way to approach a sponsor. And state in your proposal document that you have specially prepared the benefits to suit their requirements. That's the sort of statement they want to see.*" And he continues by making a crucial observation: "*These days, sponsors want more than television exposure. They want creative ways to develop a relationship with current and potential customers. They want to connect more strongly to their customers. […] The sponsorship is used to enhance the audience's emotional connection to the sponsor's brand through their experience with the event or activity. The onus is therefore on you to use a big creative idea supported by various sponsor benefits.*" (read the full article in ANNEX I)

In ANNEX II you can take a look on the Cambridge Science Festival size of gift required for title sponsorship and the correspondent benefits.

2.5.5 Communicating with potential sponsors

A presentation folder is the ticket to potential sponsors-funders. What follows is an overview of the key elements that should be included in it. (For more details, see **THE PRESENTATION FOLDER**, p.)

A well-structured presentation folder should begin with a presentation of the organisation/institute/association/entity/body that has undertaken the organisation of the festival, its history, its objectives and its members. Then follows the presentation of the specific project for the funding of which we apply. The information must be concise and clear. In order not to forget anything, use the "What? Why? Who? Where? When? How?" formula. Also integrate the budget and the provisional timetable, and any other element if appropriate (publications in press, photographic material etc.). Do not forget to explicitly refer to the sponsorship benefits.

In order to prepare the folder, team meetings are necessary. The presentation folder must be concise, well-structured and well-presented. A covering letter is also necessary. Thereafter, do not let the chance do its work: contact the person in charge of your case and make sure that the presentation folder has been received.

2.5.6 The leaders of prominent Science Festivals suggest[11]

PA D'Arbeloff, Director of the Cambridge Science Festival, pointed out that "*Without a doubt, fundraising for the first year of a festival is the toughest! Most, if not all of the people/companies you ask will have never heard of a science festival and will have a difficult time imagining your potential. That was certainly the case in Cambridge.*" So, she recommends finding fundraising champions who can articulate to funders why they should support your festival. These may be scientists who understand the value of a science festival, or they may be business people who want a festival for local economic reasons.

Like any stakeholder, a potential funder will have particular goals and interests, and your approach to each funder should reflect what you know about them. For Andy Lloyd and the Newcastle Science Festival (UK): "*Our core funding came from a governmental body, tasked with supporting regional economic development. As such, the "Business Case" we wrote when applying for funding stressed the role of the festival in offering new skills and support for local business as well as the core outcomes of interest, awareness and enthusiasm.*"

In Montreal, the Eureka! Festival approaches funders with specific aspects of the festival program in mind, attempting to match a funder's interest to potential science or engineering topics. Stephan Chaix, co-director, says: "*We try to propose to potential sponsors some specific activities about their field.* If you become our main sponsor, we can present several workshops or shows about your theme… *That's a way to give them more than the usual logo in our program, web site, etc.*"

[11] source: http://network.sciencefestivals.org/

THE PRESENTATION FOLDER

Adaption and translation of a french text prepared by Elsa Perez

source: http://www.animafac.net/fiche-11-realiser-un-dossier-de-presentation/#

1. First step: the editing

Nobody knows better than you your plan. Before getting started with the preparation of your presentation folder, discuss with your team the way in which you wish to present and explain your plan: which points have to be underlined? Which arguments can be promoted to prove that your plan is well-established? To whom will you address the folder?

OUTLINE OF THE FOLDER

Imagination, originality, even humour, have their place in a presentation folder, under the condition that they are integrated in a clear and rigorous plan, whose principal elements are presented below.

Cover: The cover must give some essential information: name of the structure/body and specific event, its date and its place of realization. It must also have your visual identification: logo, photograph, etc. You can also add the logos of your existing partners (after their having asked their opinion, of course) and the prices or labels which you might have obtained for past activities.

Contents: A presentation folder without contents, it is a little like a Czech film without subtitles: impossible to decipher. Give the big titles and indicate clearly the number of the corresponding page.

Introduction: The introduction must explain, in one page and in a synthetic way, your plan. Be aware that many of the receivers of your folder will stop their reading there. This preliminary must thus answer the essential questions, the famous 5W: WHO, WHAT, WHEN, WHERE, WHY, to which a sixth question, not starting with W but equally relevant, can be added: HOW.

Detailed presentation: Impressed by the introduction, the potential funder decided to continue the reading. In order to prevail upon him, include:

- A *detailed analysis* which will prove that your plan is viable and relevant; your interlocutor must understand that financing your plan is of his interest. This is the only way to ensure that he/she goes to the next page.
- The *budget*. The budget must contain a column EXPENDITURE and a column REVENUES. No matter what, the totals of these two columns must be equal. Do not hesitate to increase your budget and ask a little more: the partners generally give less than what you ask.
- The *provisional timetable* so as to prove that your festival is really going to be implemented.
- A *communication plan*. This part is extremely important since it makes it possible for your future partners to see how their participation will be exploited, appreciated and promoted (press kit, flyers and posters carrying their logo, etc.). (NOTE: Although not mentioned in the original document, it is critical to present very clearly the sponsorship benefits either as part of this chapter or separately)

Presentation of existing partners: Telling that others that others already show their trust on you is always a motivation, as an old proverb says that "we only lend money to rich people".

Presentation of the main actors of the festival: Much information concerning your structure has been already referred in the introduction. You can nevertheless benefit from this part to make a briefing. Avoid statements like "we save humanity". You can also give short portraits of the principal members of your festival team, so as to personalize your structure and allow your future partners to identify their contacts.

Appendices: Add photographs, newspaper publications or other complementary elements only if you want to further enrich information included in the folder, otherwise they will be useless. And take into account that the reader will surely see them if you insert the relevant references in your text.

SOME STYLISTIC RECOMMENDATIONS

Orthography: A folder full of spelling mistakes creates a bad impression and makes the text difficult to read. Read and read again your text, make corrections. When your folder goes for printing, you must be absolutely sure that no corrigendum escaped your attention.

Style and vocabulary: Prefer short sentences. As for the contents, try, to the degree that is feasible, to adapt your style and your tone to the codes of the partners concerned: visit their Internet sites, read their communication documents and get familiar with their vocabulary. Everybody listen more easily if you speak their language.

Last but not least, remember that since your goal is the fundraising, it is useless to beg. If your plan is well-established and your arguments finely articulated, you will convince without asking for their pity.

Continued…

2. Second step: the layout

Just as you will never meet a partner in perforated espadrilles, you cannot address a presentation folder without taking care of its appearance. The first impression counts a lot.

Choosing fonts: In general, we distinguish the basic fonts whose principal quality lies in their legibility, and the more worked and original fonts which convey an identity or even a message. In order not to impede the reading, the body of your text must imperatively be written using a basic font: Times New Roman, Arial, Helvetica, Trebuchet, etc. Avoid the style "comic", which is too childish and is likely to harm your credibility. Take into account one rule valid for all kind of communication documents: never more than three fonts in the same document.

Layout: In order to make your document clear and generate the desire to sink in its contents, start with a simple rule: a part = a page. The heading of the part must be emphasized. Separate the titles well from the main body by entering lines before and after so that the reader can easily spot your plan. Make paragraphs and separate each idea by jumping a line. Choose "airy" and leave reasonable top, bottom, left and right margins, without forgetting to justify your text. Keep in mind that the size of the font used in the main body of the text should neither be too small (10 min.), nor too large (12 max.).

Create your visual identity: A good presentation folder is the one that can be easily picked out of a pile, the one that is kept in mind and generates the desire to open it. The cover must reveal your universe without appearing overloaded.

Illustration: In order to give colour in your folder, do not hesitate to add here and there some images/photos. For that, the best thing to do is to search in the stock of photographs you have gathered from previous events. If you have omitted to keep some traces of your past activities, or your organisation has not yet realized events, you can always add "pretexts" images, meaning images that are used to make a text pretty and not as carriers of information.

FINAL DOCUMENT: Now your presentation folder has to pass from the memory of your computer to a final document ready to be sent to your potential funders.

Numerical/vectorial version: As a good ecologist (or responsible cashier), you wish to avoid the paper printing. It is possible. Address a .pdf file, provided that the size of your file is not 10MBs. Choose the lowest possible definition in order to obtain a light document. Check well that the result is readable (i.e. not pixellized) and that no element has been disappeared, as sometimes happens during conversion with some badly downloaded fonts, images or logos.

Paper version: Sometimes it is difficult or impossible to avoid the paper version. In this case, some rules are to be followed:

- *Black&White or color*? The version in color is often appreciated by the readers, but the cost for producing it is high. If possible, print only the cover in colour and thus you will gain both the desired effect without spending too much money. In addition, avoid printing in black&white a document in color as the result will not be the desirable one.
- *Pressman or printer*? If the copies to be produced exceed a certain number (approximately 200), asking pressmen for offers could prove to be very profitable. Do not hesitate to ask for as many offers as possible in order to finally find the best possible price. Several elements make it possible to reduce the cost: the quality and the thickness of the paper, the type of binding, etc. A high resolution .pdf file will save you from the typesetting expenses.
- *Binding*: It is out of the question to send the sheets of your document badly stapled together or stuck together thanks to one single staple. At least, use a spiral binding: not the most formal choice certainly, but still appropriate and effective.

3. Third step: sending the file

The presentation folder will be sent to the individuals or organizations carefully selected and included in your list prepared during the process of concretising your idea. In case of an organisation, it is good to know the person who will take care of your folder. The majority of the organizations/institutions/bodies providing finance usually have a person responsible for the partnerships. In any case, do not hesitate to make a first contact with them before sending the folder.

The presentation folder must by accompanied by a covering letter. In few lines, on one single page, explain the genesis of the idea, present your association and your competences to carry out the science festival, its contents and the amount of money you need in order to organise it.

Finally, express your intention to meet your interlocutor. Ten days after the dispatch, contact him/her to know if your folder has been received, and to suggest a face-to-face meeting. As already mentioned, the presentation folder is just the entrance ticket to introduce yourself to potential partners-funders. Only during a meeting in person a financing can be ensured and concluded.

2.5 KEY-POINTS IN ELABORATING THE PROGRAM OF THE FESTIVITIES[12]

"… *make a community based festival, with events spread across the region, reaching audiences where they normally congregate.*"
Kishore Hari, Director, Bay Area Science Festival (San Francisco)

2.5.1 Know your audience

A broad, community-based event like a science festival usually serves multiple audiences simultaneously. Think about serving each audience, and its particular needs, when selecting a name for the festival, planning events, marketing materials, dates and times, and choosing partner organizations. Here are some examples of audience categories around which a single event in a festival could be built:

- families with school age children
- adults seeking cultural experiences
- teens
- professionals and students in STEM fields
- teachers and school groups
- science attentive vs. non-attentive
- technophobes vs. technophiles
- non-native speaking groups
- ticket-buyers
- affinity groups such as foodies or sports fans
- hobbyists

2.5.2 Choose events with audience goals in mind

Once you have determined your target audiences (and know that they exist in your area!), you can use that knowledge as a guide to selecting and promoting festival events. The subject matter, location, format, and targeted level of expertise in determining language and content, all need to be considered in the context of your target audiences.

2.5.3 Producing events

Most science festivals involve a schedule of many events over several days. For some, this is a matter of carefully curating a small selection of events that best represent the festival theme. For others, this is about showcasing the wild diversity and creativity of the community with a "come one, come all" approach. The procedure is the following:

1st step: solicit event proposals: Many festivals attempt to attract a wide variety of festival events from diverse event producers, from artists to student groups to museums. Commonly, science festival websites are the entry point to publicise "call for entries" and solicit event proposals (f.ex. San Diego and Cambridge Science Festivals prominently feature an event proposal form on their websites).

2nd step: review event proposals: Once that flood of event proposals starts coming in, picking out the best events and identifying fixable flaws in proposals becomes an enormous task. Many festivals turn to an advisory committee (of scientists and science professionals) to vet and improve event proposals.

[12] http://sciencefestivals.ning.com/forum/topics/

3rd step: procure the necessary resources: Accepting proposals from groups that do not have the resources to independently produce an event, including an appropriate venue, supplies and equipment, staff, and marketing, means the festival office must procure those resources to ensure each event in the science festival is at a sufficient standard of quality.
4th step: ensure the quality of the selected events: Ensuring that every event that becomes part of the science festival represents certain standards, from scientific accuracy to professional event management, is a substantial and time consuming task.

2.5.4 Organising the main event

Most science festivals have some sort of main event: a heavily publicised central event serving a significant fraction of the community. Many main events take the form of a carnival or exposition with dozens or hundreds of activities and presenters brought to a centralised location. The main event may go on from a few hours to a few days long. Typically organised directly by the science festival office or its contractor, the main event may be the feature that defines a science festival in the public eye.

2.5.4.1 Features of the main event

The common features of a main event are:

- Prominently featured in festival promotional materials
- Single public-friendly location, such as: park, stadium, campus, science centre, street fair, or fairgrounds
- Exposition of dozens or hundreds of science-related organizations
- One or more stages with ongoing performances, presentations, and lectures
- Free admission
- Large audiences, usually dwarfing other events in the festival

2.5.4.2 Working with Main Event Presenters

Exhibitors are often drawn from the widest possible range, including:

- university-based labs
- K-12 schools
- science centers
- corporations
- public health agencies
- utilities
- student and professional associations
- clubs
- visual, musical, and performance artists

Many science festivals charge exhibitors a fee to participate, both to offset the costs of production and to ensure that exhibitors take their role seriously. Most festivals require presenting corporations to sign on as festival sponsors, with entry-level sponsorships starting at anywhere from $2,000-10,000. As Allison Rynne of the San Diego Science Festival puts it: "*private companies need to contribute to any event where they have high visibility*."

Since presenters at a main event come from such diverse backgrounds, you will need to work with them early to ensure a consistently high quality of presentation. For some established science festivals, like Eureka! Festival (Montreal) and the Cambridge Science Festival, an online form is the entry point for potential presenters.

Festivals vary dramatically about the timing of when presenters are solicited and accepted for inclusion in a main event, cutting off applications anywhere from three months before the date to just a few weeks or even days before.

CARNIVAL EXHIBITS: WHAT MAKES THEM SUCCESSFUL?

by Philadelphia Science Festival

source: http://www.philasciencefestival.org/carnivalexhibitortips

The idea of putting on a successful carnival exhibit may seem daunting, but creating a fun and popular booth is a lot easier that you think! Below are some suggestions on how to get your group ready to brainstorm and create a successful and well visited exhibit.

What draws in a crowd?

The best carnival exhibits immediately engage visitors with playful, open-ended discovery. The content fascinates people by helping them see themselves and the world in new ways, be it through the experience of unfamiliar things or a new perspective on the familiar. They then provide the opportunity for unscripted human interaction that creates a personal connection between the visitor and the people that are dedicated to the exhibit's topic.

What keeps them there and engaged?

Generally there are two key factors that will keep your visitors actively participating. While these aren't strict guidelines, we have found that the most well liked booths have these elements.

1. Hands-on activity:

An easy yet demonstrative task that teaches people of all ages about a specific topic and allows them to be the scientists

- A large crowd turn out is expected. Therefore, it's best to have an efficient activity that can handle about 3-5 participants (if not more) at a time.
- The activity should last no more than 5 minutes to keep traffic flow at a peak and ensure that a steady stream of visitors can move in and out throughout the day.
- Easily acquired, cost effective and plentiful materials will make sure that you have enough supplies to last the day.
- The level of content should appeal to both youth and adults. Remember, parents like to have fun too and are often left out of activities because exhibitors focus solely on younger participants. Consider offering your presenters suggestions on how to engage all age levels.

2. Face to face interaction:

This is the public's chance to meet and interact with real science professionals. Smiling volunteers with high energy and enthusiasm can be even more effective than any activity.

- A staff of 4-6 people at minimum makes your scientists and volunteers more accessible to visitors.
- Encourage volunteers to engage in conversation with visitors—asking questions that require visitors to think about or observe something. Let their responses and curiosity drive your interaction.

What does your audience want?

Remember that one of the primary goals in a science festival is to make science relevant to everyone. When creating your exhibit you will want to step into the minds of your visitors and answer two questions:

1. "Why do I care?"

This is your opportunity to show people that science is important and it affects us all. Let your audience walk away knowing more about a topic and how it impacts them.

Tip: Select activities that relate to everyday life or familiar concepts. Use examples that a wide range of people will understand.

2. "How can I learn more?"

Great events don't just excite people for a short duration. They inspire people to explore more on their own. Providing information about ways to continue their experience allows them to keep learning.

Tip: Be prepared to get lots of thoughtful questions from visitors—some that your volunteers may not know the answer to! Prepare volunteers to provide alternative resources—like a website or reference—to help them better serve visitors.

What is possible?

While we want our exhibitors to reach for the stars, the logistics behind creating such a large scale event do have limitations. A carnival takes months to plan and we are often bound by city laws and ordinances. […] It is helpful for exhibitors to understand the magnitude of the coordinated planning involved and, occasionally, some things will not be feasible.

Most importantly, this is your chance to take risks and try something new. Carnivals are bound by a single day so the possibilities of doing something inventive are truly endless. Science is fascinating and fun and this is your chance to let your work and your group shine!

2.6 PREPARING AN EMERGENCY MANAGEMENT PLAN[13]

There are several instances in which the science festival or some of its activities may be interrupted or cancelled. For instance: a volunteer, exhibitor, presenter, member of the organisational team or attendee becomes ill or has an accident during the event (resulting in injury or death); natural disaster or act of terrorism in your host city; the festival is disrupted or forced to close due to legal action, a disruptive attendee etc.

Develop an emergency response plan as part of your overall science festival planning, including a list of contacts. In the event of an emergency, activate the plan.

A basic plan should include: Emergency Management Group communication and leadership tree with contact numbers and backup plan if telephone communication is not working, identification of location for onsite command centre, identification of vulnerabilities, different levels of emergencies and response to each, host facilities' emergency plans, and a plan to disseminate this information to exhibitors and attendees should an emergency occur.

[13] IEEE, *IEEE Conference Organizers' Manual*, revised 22 December 2011, p.13.
source: http://www.ieee.org/documents/manual.pdf

Organizing a festival in 12 months

by Science Festival Alliance[14]

What follows is an outline of the most common tasks involved in organizing a community-wide science festival. However, keep in mind that tasks and timelines can vary significantly from festival to festival.

Before you start

- Establish general festival goals and articulate a clear and inclusive vision
- Know how the festival will be administered (perhaps an existing non-profit has agreed to handle financials and insurance, house staff, and assist with fundraising)
- Contact the Science Festival Alliance and become a member, visit other science festivals, and meet with other organizers
- Hire staff or appoint management/leadership
- Create a broad budget estimate
- Determine scope of festival and region served
- Carefully choose a name for the festival

12 months out

Fundraising and collaborations:

- Develop a fundraising plan and structure (f.ex: size of gift required for title sponsorship)
- Meet with potential lead donors and major collaborators (this activity will continue throughout the planning phase)
- Establish guidelines for Advisory Board and Steering Committee, appoint chairs for each, and extend invitations for members (engaging committee members will continue throughout planning phase)

11 months out

Programming:

- Set up basic structure of the festival (f.ex: an 8-day celebration with large family-friendly capstone events on the weekends, school programming on weekdays, and adult programs on three evenings)
- Establish procedure for soliciting and accepting events, activities, and exhibits from collaborators
- With collaborators, brainstorm events and activities that will become signature programs

Marketing:

- Select and meet with designer to begin creating logo and signature materials
- Set up basic website and social media platforms

Logistics:

[14] Science Festival Alliance, *Get Inspired - A first look at science festivals*, part 2, pp. 29-31. Source: http://network.sciencefestivals.org/

- Establish initial detailed budget
- Confirm dates of the festival
- Reserve venues
- If the festival's main events are expected to be very large, also:
  - Confirm and finalize contracts with managing consultant as necessary
  - Obtain insurance
  - Begin physical layout with traffic plan to determine true capacity of event
  - Determine needed contractor services and issue RFP (Request For Proposal) (f.ex: tents, electrical, security, trash, cleaning, etc.)
  - Determine what permitting processes may be required

10 months out

Logistics/administration:

- Confirm and finalize contracts with all consultants (including independent evaluators) as needed

Marketing:

- Develop marketing plan that includes ad buys, in-kind media sponsorships, save-the-date announcements, and festival schedule distribution
- Take action on any long-lead marketing (f.ex., reserve city pole banner sites)

Programming/collaborators:

- Draft "call for entries" form and guidelines (including best practices and any fee structure for festival participation), and begin distribution to potential collaborators
- Determine main signature programs with major collaborators and begin making necessary arrangements
- Review planned festival schedule to confirm broad array of activities that will serve all desired audiences

9 months out

Fundraising:

- Incorporate marketing plan into sponsor opportunities (f.ex., size of gift required to receive logo placement in ad buys)
- Potential lead sponsors close to decision

Programming/collaborators:

- Continue to recruit additional festival collaborators and exhibitors at all levels, including individual scientists and engineers

8 months out

Marketing:

- Begin regular marketing meetings
- Write and distribute long-lead press releases

Programming:

- Formalize connections with K-12 school systems

7 months out

Marketing:

- Determine all major printed materials and begin design (f.ex: signage, festival program, special flyers, etc.)
- Prepare online platform for festival schedule of events

Logistics:

- Begin recruiting festival volunteers

6 months out

Marketing:

- Publicly launch science festival website
- Send out save-the-date postcards or other materials
- Begin promoting festival by sending volunteers to public events (f.ex., with a booth at a farmers market)
- Book photographer and/or videographer

Programming:

- Launch any long-lead signature programs (for example: student contests)
- Schedule any festival programming that will take place at community venues (schools, libraries, etc.)

Logistics:

- Fine-tune estimate of audience for main and signature events; adjust budget accordingly
- Select main event contractors and hold initial meetings with them

5 months out

Programming/collaborators:

- Call for entries deadline for collaborators

Logistics:

- Create plan for evaluating the success of the festival

4 months out

Programming/logistics:

- Carefully review activities proposed by collaborators through call for entries system

- Clarify participation with each collaborator, working with each to fine-tune all details regarding the event or exhibit proposed, including descriptive wording for the festival program

3 months out

Fundraising:

- Finalize arrangements with all donors

Marketing:

- Deadline for including new events, activities, and sponsors in festival program
- Design of print and web-based festival program gets under way

Logistics/administration:

- Conduct on-site meetings with all event contractors for main event and/or large, signature events
- Develop volunteer plan and staffing plan to ensure that all festival elements have adequate staffing and representation
- Make final adjustments to budget to reflect actual funds raised; leave a remainder for the following year

2 months out

Logistics:

- Create event planning grid organizing all events and roles for participants; distribute to each individual on festival team
- Create a detailed rain plan for each festival event

Marketing:

- Print major signage
- Distribute all printed materials, including festival program
- Long-lead marketing in place (street banners up, etc.)

Programming:

- Send invitations to all sponsors and major collaborators for VIP recognition event (f.ex: a special lunch during the festival main event or a dinner beforehand)
- Hold training sessions for festival collaborators, including exhibitors at main event

Final month before festival

Logistics:

- Confirm all event details with all participants
- Confirm event layout for main event
- Confirm all venues
- Hold training sessions for volunteers and any temporary staff
- Begin watching weather predictions compulsively; try to get enough sleep

Marketing:

- Make final marketing push and distribute all promotional materials

Post-festival

Collaborators/fundraising:

- Send thank you/success letter to all donors and collaborators
- Wrap up post-production meetings with donors, collaborators, evaluators, and key consultants/ contractors

Logistics:

- Finalize previous year's budget
- Conduct internal event review
- Begin planning for next year!

CHAPTER 3
JUST BEFORE ENTERING THE SCENE & THE CLOSURE OF THE FESTIVITIES

The curtain of the festival is about to rise. You have foreseen everything, from the smallest detail to the most indispensable task. Your team is ready and everyone is at his post. Despite the perfect organisation, be sure that you will still have to deal with the unexpected. Do not panic, if you are responsible, patient, attentive and team-worker, you will always find a solution to fix any problem.

Final preparations

Few hours before the big opening, re-examine with your closest colleagues every detail. Stay relaxed because your teams will certainly feel your uncertainties. Keep encouraging them and make them feel confident, knowing they will probably be as stressed and concerned as you.

Also keep in mind that a lot of questions will be addressed to you during the whole duration of the festival. You are the coordinator(s), so you must know the answer to every question and be able to coordinate your team in case of unexpected. So, make sure that you have available all the necessary documents (map of the festival sites, coordinates, planning of the teams…).

Reception of the public and partners

The entrances to your festival site should have been extremely carefully envisaged. Flow management is very important, especially in front of the main entrance to the site. For example, if the public has to be queuing at the public road until you open the doors, you are responsible for their safety. Anticipate barriers so that people do not "invade" the road. In addition, many sites do not allow glass bottles and access to dogs or certain vehicles. So, you should foresee to conduct a "screening" at the entrance (between the official entrance and the booth/stand/information-reception desk/ticket-office) where, assisted by a member of the security team, you will stop the introduction of any prohibited items at the site of the festival.

You must also ensure the proper reception of your public and private partners, of your sponsors, of the mass media, etc. If you cannot undertake this task on your own, make sure that a person or a team has been dedicated to this task and that they are fully aware of the identities of the persons to welcome and treat.

Especially for the media, keep in mind that invited press expect free admission either to all events or to selected ones. If inviting press, provide passes at the booth/stand/information-reception desk/ticket-office, and name badges noting the reporter's publication. Provide a press kit to each reporter/journalist with the festivities program and all information available. Designate a volunteer (from the Publicity & Public Relations Committee, if applicable) to be available throughout the science festival to answer questions.

At the end of every day, do not release: you must still return the site as is, make sure everything is in place for the next day and no one is present on site, apart from the security team, if necessary.


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INSTEAD OF AN EPILOGUE

There is an increasing worldwide consensus on the vital importance of science for personal, social, economic, and political development. This has spurred many countries to increase their investments in science and technology. But funding research is not enough: Nations must also promote cultures that celebrate science and its values of reasoning, openness, tolerance, and respect for evidence, just as they celebrate the arts and humanities that enrich everyone's lives. Not only formal education but informal outreach is critical in achieving this goal. Today, there is a great deal of creative experimentation with different methods of engaging the public with science. Our own experiences in organizing science festivals ... illustrate the potential of one important form of public engagement.

JOHN DURANT and ALAA IBRAHIM


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ANNEXES


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ANNEX I

MANY BENEFITS YOU CAN OFFER SPONSORS
Ενότητα 1.01 By Kim Harrison,
Consultant, Author and Principal of www.cuttingedgepr.com

Are you scratching your head trying to work out what goodies you can offer to entice potential sponsors? The following 59 ideas can help as thought starters for you. Don't take all the suggestions literally – you should use the list to spark further ideas that uniquely suit your own event. You can use the benefits in different combinations for different levels of sponsorship and different types of companies you are pursuing.

But firstly you should conduct research on each potential sponsor to identify the types of benefits you think they would be most attracted to. You can look at previous sponsorships in which they have been engaged, review their current sponsorship policy or even phone them to talk with the executive responsible for sponsorships. Tailoring the benefits to their specific interests is the best way to approach a sponsor. And state in your proposal document that you have specially prepared the benefits to suit their requirements. That's the sort of statement they want to see.

These days, sponsors want more than television exposure. They want creative ways to develop a relationship with current and potential customers. They want to connect more strongly to their customers. Ideally, the way to start doing this is to use market research to find out about the composition of the target audience. Sponsors want to integrate the sponsorship into their customer relationship and marketing programs. The sponsorship is used to enhance the audience's emotional connection to the sponsor's brand through their experience with the event or activity. The onus is therefore on you to use a big creative idea supported by various sponsor benefits.

Fifty nine ideas for benefits are outlined below:

1. Overall naming rights
2. Naming rights to a physical section, area or group
3. Naming rights for a given time period such as part of a day at an exhibition, trade show or sports event, a full day, weekend or week
4. Naming rights for an event-based award or trophy
5. Naming rights to one of several events
6. Naming rights to a related or minor event
7. Major sponsorship
8. Supporting sponsorship
9. Official product status
10. Preferred supplier status
11. Exclusivity among sponsors at a given level
12. Use of logos, images or trademarks
13. Merchandising rights
14. Product endorsement
15. Input into choice of venue, route or timing
16. Choice of sponsor venue for launch, main event or supporting event

17. On-site product sampling opportunities
18. Demonstration or display opportunities
19. Perimeter signage – full, partial or non-telecast view
20. Event signage, exclusive or non-exclusive
21. Signage on buildings, structures, vehicles, competitor uniforms, event staff
22. Hospitality – tickets to the event, tickets to corporate boxes, reserved seating etc
23. Introductions to celebrities ('talent')
24. Customized hospitality event to suit the sponsor's VIP audience
25. Internet-related benefits such as content for the sponsor website
26. Provision of 'web events' created especially such as chat with 'talent'
27. Banner or pull-through ads on the event website
28. Promotion or contest on the event website
29. Naming rights to the event website
30. Loyalty benefits – access to the event or area for a target group
31. Early access to tickets before public sales
32. Blocks of tickets for loyal customers, eg sports grand final or other sports
33. Database marketing – access to event-generated database for direct mailing
34. Opportunity to provide inserts to event-based mail outs
35. Opportunity to use database to draw prizes, tickets etc
36. Participation in the event by employees, shareholders
37. Access to discounts, merchandise etc
38. Provision of 'talent' to meet with selected staff
39. Related creation of an event specifically for staff
40. Establishment of staff volunteer program
41. Opportunity to set up staff recruitment display and desk
42. Distribution of staff recruitment information
43. Inclusion in all media releases and other media contacts
44. Communication program for sponsor's market – consumer or trade
45. Ticket entitlements, signage, samplings at related events, parties, receptions, shows, launches
46. Specially designed new event to suit sponsor
47. Production of point-of-sale material for sponsor to distribute
48. Sponsor provision of 'talent' to enhance association
49. Proofs of purchase for discount admission, parking, merchandise
50. Opportunity to provide prizes for media or promotional activities
51. Coupons or advertising on the reverse side of tickets
52. Coupon redemption opportunities
53. Inclusion in all advertising and event promotional pieces
54. Promotional media advertising based on the event
55. Advertising in event program or catalogue
56. Opportunity to provide contra – free equipment, services, technology or staff as part of the value of the sponsorship deal
57. Rights to input into the organization of main sponsor-related events such as hospitality arrangements and awards
58. Support of a sponsor's worthy cause – involve the sponsor's nominated charity in the event or activity
59. Donation of some of the ticket revenue to the sponsor's nominated charity.

ANNEX II

Sponsorship Benefits

as defined by Cambridge Science Festival (CSF)

source: http://cambridgesciencefestival.org/Sponsorship/SponsorshipBenefits.aspx

Premier Sponsor $250,000
Platinum Sponsor $100,000
Gold Sponsor $50,000
Silver Sponsor $25,000
Copper Sponsor $10,000
Krypton Sponsor $5,000

Premier Sponsor $250,000

Visibility Benefits:

- Top billing on all 2012 materials
- Logo on CSF website homepage with link to donor's site
- Recognition on CSF website
- Exclusive focus of a CSF e-blast
- Recognition on all weekly CSF e-blasts
- Logo on front of CSF program guide
- Recognition in program guide
- Recognition in all press materials
- Logo on posters, signage and selected collateral material currently in development
- Special recognition at CSF's opening and closing events
- Three preferred exhibit spaces at CSF's carnival (or one triple)

Also included:

- 4 guaranteed seats to every festival event
- 30 tickets to the sponsor's private preview luncheon
- Use of MIT Museum reception hall

Additional tailored benefits to be mutually agreed upon, as requested

Platinum Sponsor $100,000

Visibility Benefits:

- Logo on CSF homepage linked to donor's site
- Recognition on CSF website
- Exclusive focus of a CSF e-blast
- Recognition on all weekly CSF e-blasts
- Logo on front of CSF program guide
- Recognition in program guide
- Recognition in all press materials
- Logo on posters, signage and selected collateral material currently in development
- Special recognition at CSF's opening and closing events
- Two preferred exhibit spaces at CSF's carnival (or one double)

Also included:

- 4 guaranteed seats to every festival event
- 25 tickets to the sponsor's private preview luncheon

- Use of MIT Museum reception hall

Additional tailored benefits to be mutually agreed upon, as requested

Gold Sponsor $50,000

Visibility Benefits:

- Logo on CSF homepage with link to donor's site
- Recognition on CSF website
- Recognition on all weekly CSF e-blasts
- Logo on front of CSF program guide
- Recognition in program guide
- Recognition in all press materials
- Name on posters, signage, and selected collateral material currently in development
- Preferred exhibit space at CSF's carnival

Also included:

- 2 guaranteed seats to every festival event
- 20 tickets to the sponsor's private preview luncheon
- Use of the MIT Museum reception hall

Additional tailored benefits to be mutually agreed upon, as requested

Silver Sponsor $25,000

Visibility Benefits:

- Recognition on CSF website
- Recognition on all weekly CSF e-blasts
- Recognition in CSF program guide
- Recognition in press material
- Prominent exhibit space at CSF's carnival

Also included:

- 2 guaranteed seats to every festival event
- 15 tickets to the sponsor's private preview luncheon

Additional tailored benefits to be mutually agreed upon, as requested

Copper Sponsor $10,000

Visibility Benefits:

- Recognition on CSF website
- Recognition on all weekly CSF e-blasts
- Recognition in CSF program guide
- Recognition in press material
- Prominent exhibit space at CSF's carnival

Also included:

- 1 guaranteed seat to every festival event
- 10 tickets to the sponsor's private preview luncheon

Krypton Sponsor $5,000

Visibility Benefits:

- Recognition on CSF website
- Recognition on all weekly CSF e-blasts

- Recognition in CSF program guide
- Recognition in press material
- Exhibit space at CSF's carnival

Also included:

- 5 tickets to the sponsor's private preview luncheon

ANNEX III

Cheltenham Science Festival 2004 Evaluation - Interview Questionnaire[15]

[15] source:
http://www.lauragrantassociates.co.uk/Resources/Resources/6/Cheltenham%20festival%20evaluation%202004.pdf
Laura Grant, *Evaluation of the 2003 Cheltenham Festival of Science*, August 2004, The University of Liverpool

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Interviewer

FESTIVAL EVALUATION

We are interested in your opinions about this year's Cheltenham Science Festival. The interview will only take a few minutes and your comments will help us plan future events.

1. Please indicate which days you have visited/will visit the Festival?

☐ Wed 9 ☐ Thu 10 ☐ Fri 11 ☐ Sat 12 ☐ Sun 13 ☐ not sure

2. Did you book in advance or drop in?

☐ Book ☐ Drop In

3. Which parts of the Festival have you visited/will you visit?

☐ Discover Zone ☐ Work Shop ☐ Schools ☐ talk/debate ☐ Science Cafe ☐ other

4. Have you attended previous Science Festivals in Cheltenham?

☐ 2002 ☐ 2003 ☐ No

5. How did you hear about the Festival (tick more than one of necessary)?

☐ Mailing List
☐ Been before
☐ Newspaper article
☐ Newspaper advertisement
☐ Magazine
☐ Poster
☐ Brochure/flyer/leaflet
☐ Word of mouth
☐ Radio
☐ TV
☐ Web
☐ Other.....

6. Why did you decide to visit the Festival?

7. Which part of the Festival have you enjoyed the most?

☐ Discover Zone ☐ Work Shop ☐ Schools ☐ talk/debate ☐ Science Cafe ☐ other ☐ not sure

Please tell us why you think this:

8. Which part of the Festival have you enjoyed the least?

☐ Discover Zone ☐ Work Shop ☐ Schools ☐ talk/debate ☐ Science Cafe ☐ other ☐ not sure

Please tell us why you think this:

9. Please circle 3 of the following words or phrases that best describe your impressions of the Festival:

boring fun tedious uninteresting challenging dull informative interactive unfriendly friendly frustrating interesting lively

11. How much Science (if any) do you feel you've learned from the Festival?

☐ A lot ☐ Some ☐ A Little ☐ None ☐ Not Sure

12. Before you came to the Festival, how did you feel about Science?

☐ Really liked ☐ Quite Liked ☐ Neither Liked Nor Disliked ☐ Didn't Like Much ☐ Really Didn't Like

PLEASE TURN OVER

13. Do you think that the Festival has changed the way you feel about Science? In what way?

☐	☐	☐	☐	☐	☐
Much more Interested	More Interested	No change	Less Interested	Much less Interested	Not Sure

14. Whilst at the Festival, have you asked any questions of speakers/panels, or taken part in any discussions or debates?

☐ Yes ☐ No

15. Have you been prompted to discuss any of the issues raised at the festival outside the Festival?

☐ Yes ☐ No ☐ Not Sure

16. Overall, how would you rate the Festival?

☐ Very Good ☐ Quite Good ☐ Neutral ☐ Quite Bad ☐ Very Bad

17. Would you come again next year?

☐ Yes ☐ No ☐ Not Sure

18. Would you recommend it to a friend?

☐ Yes ☐ No ☐ Not Sure

19. How do you think that the Festival could be improved?

20. Any other comments?


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FINALLY SOME QUESTIONS ABOUT YOURSELF…

21. Which of the following age brackets do you fall in?

☐ <18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

22. Gender ☐ Male ☐ Female

23. Who are you here with?

☐ School ☐ Family ☐ Friends ☐ Alone ☐ Partner ☐ Community Group ☐ Other……..

24. How many people are in your party (including yourself)?……

25. How many times a year would you say you visit a science centre, science based events or conferences?

☐ 0 ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6-7 ☐ 8-10 ☐ 10+

26. How many times a month would you say you read the science pages in the national broadsheets or articles in specialist magazines?

☐ 0 ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6-7 ☐ 8-10 ☐ 10+

27. What is your occupation?

28. What is your highest qualification?

29. What are the first four digits of your postcode?……

Thanks!

ANNEX IV

Cambridge Science Festival 2011 Evaluation[16] -
Paper evaluation

Thank you for your help – your feedback will help us to improve and develop the Festival.
Your anonymous responses about the festival will be used for evaluation and research purposes only.

1. Which event have you just attended? _____ **Date**_____

2. What was your impression of the event you just attended? (Please tick)

Very Good	Good	Neutral	Poor	Very Poor	No Opinion

3. What comments do you have about the event you just attended?

4. What is your overall impression of the Cambridge Science Festival? (Please tick)

Very Good	Good	Neutral	Poor	Very Poor	No Opinion

5. What was the most successful element of the Festival for you (and why)?

6. What was the least successful element of the Festival for you (and why)?

To what extent do you agree or disagree with the following statements?

7. I felt I was able to participate actively in the Science Festival.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion

8. I am interested in further investigating scientific topics I encountered at the Festival.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion

9. What, if anything, do you feel you have gained from taking part in the Festival?

[16] source: http://comms.group.cam.ac.uk/sciencefestival/files/2011/07/2011-Evaluation-Compendium-FINAL.pdf

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10. How would you rate your general level of interest in science outside of the Science Festival?

Strongly interested	Interested	Neutral	Not interested	Strongly not interested	No Opinion / Not Sure

11. What is the highest level of education you have completed?

GCSE equivalent or less	A-level or equivalent	First Degree	Postgraduate Degree

12. If you are willing, please tell us your postcode _____

13. Please indicate the age and genders of all people in your party:

	0-15 yrs	16 -25 yrs	26-39 yrs	40-64 yrs	65 yrs +
No. of females					
No. of males					

14. Would you describe yourself or anyone in the group you visited the Festival with as disabled?

Yes ☐ No ☐

15. Please indicate the ethnic origins of all people in your party:

	Asian or Asian British	Black or Black British	Chinese	Mixed	White	Other
Number of people						

16. How did you find out about the Festival? (Please tick all that apply)

Already on mailing list	☐	Work	☐	Online web page	☐
Poster	☐	Library	☐	Word of mouth	☐
Local press	☐	School	☐	Social media	☐
Local interest group	☐	Family / friend	☐		

17. Please give your email address to be included in our emailing list for future public events at the University of Cambridge:

.....

18. Would you be willing to participate in further online evaluation of the Cambridge Science Festival?

Yes ☐ No ☐

If yes, please specify contact details if not provided above: .....

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you 1) regarding the University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates 2) for evaluation and research purposes, if you have indicated you are willing to participate in further evaluation of the festival. We will not share or transfer the information you have provided for any other purpose.

Please hand this form to a steward or send it to: Festivals and Outreach Assistant, Office of External Affairs and Communications, The Pitt Building, Trumpington Street, Cambridge, CB2 1RP

10. How would you rate your general level of interest in science outside of the Science Festival?

Strongly interested	Interested	Neutral	Not interested	Strongly not interested	No Opinion / Not Sure

11. What is the highest level of education you have completed?

GCSE equivalent or less	A-level or equivalent	First Degree	Postgraduate Degree

12. If you are willing, please tell us your postcode _____

13. Please indicate the age and genders of all people in your party:

	0-15 yrs	16 -25 yrs	26-39 yrs	40-64 yrs	65 yrs +
No. of females					
No. of males					

14. Would you describe yourself or anyone in the group you visited the Festival with as disabled?

Yes ☐ No ☐

15. Please indicate the ethnic origins of all people in your party:

	Asian or Asian British	Black or Black British	Chinese	Mixed	White	Other
Number of people						

16. How did you find out about the Festival? (Please tick all that apply)

Already on mailing list	☐	Work	☐	Online web page	☐
Poster	☐	Library	☐	Word of mouth	☐
Local press	☐	School	☐	Social media	☐
Local interest group	☐	Family / friend	☐		

17. Please give your email address to be included in our emailing list for future public events at the University of Cambridge:

.....

18. Would you be willing to participate in further online evaluation of the Cambridge Science Festival?

Yes ☐ No ☐

If yes, please specify contact details if not provided above: .....

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you 1) regarding the University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates 2) for evaluation and research purposes, if you have indicated you are willing to participate in further evaluation of the festival. We will not share or transfer the information you have provided for any other purpose.

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ANNEX V

Cambridge Science Festival 2011 Evaluation[17] - Online questionnaire

[17] source: http://comms.group.cam.ac.uk/sciencefestival/files/2011/07/2011-Evaluation-Compendium-FINAL.pdf

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WUFOO

Cambridge Science Festival Further Evaluation

Thank you for your help – your feedback will help us to improve and develop the Festival.

Have you attended Cambridge Science Festival before?

☐ No ☐ Once before ☐ Twice or more before 2011

Is there anything new or different that you intend to do or try in the future as a result of your visit to the Festival?

Who did you come to the Festival with?

☐ Alone
☐ With family
☐ With friends
☐ With colleagues

How far did you travel to get to the Festival?

0 - 5 miles

What is the highest level of education you have completed?

○ GCSE or equivalent or less
○ A-level or equivalent
○ First Degree
○ Postgraduate degree

Are you still in education right now?

○ Yes
○ No

Would you say that your attendance at the science festival increased your interest in registering for any further or higher education courses?

- ◯ Yes
- ◯ No
- ◯ Not Applicable / No Opinion

If yes, please provide any details

Please indicate your level of agreement with the following statements. After attending the Cambridge Science Festival, I feel:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion / Not applicable
MORE CONNECTED with my local community	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
MORE POSITIVE about local universities	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
MORE NEGATIVE towards the University of Cambridge	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
MORE CONNECTED to local universities	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
I have met people I did not previously know in my local community	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
The festival was a waste of my time	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
I have learned more about my local community	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
I learned SOMETHING NEW about science	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6
There was NOTHING INTERESTING at the festival	◯ 1	◯ 2	◯ 3	◯ 4	◯ 5	◯ 6

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Are there any further details you can provide to explain your ratings above?

Are there any topics or themes you would like to see covered in future years?

If you are willing, please tell us your postcode so we can understand the geographical distribution of festival visitors.

We may be holding focus groups to gather further detailed feedback on the science festival. If you would be willing to be invited to participate in further research on this topic, please enter your preferred e-mail address below.

If you are not already on our emailing list for What's On and future public events at the University of Cambridge, and you would like to join, please give your email address here:

By completing this evaluation form, you are consenting to the information being used to evaluate the Cambridge Science Festival. Your information will not be shared with any other organisation. This anonymised data may also be used in future academic research and practitioner publications.

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you regarding University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates

Thank you for your time filling in this survey. Your help will ensure the Cambridge Science Festival is even better next year!

Don't forget to stay posted for details of our Open Cambridge event in September, and the Festival of Ideas in October...

To find out about events at the University of Cambridge visit: http://www.cam.ac.uk/whatson/

Submit