How the Science Festival works

Information for new internal and external event co-ordinators and speakers

Public Engagement team
## Public Engagement team

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Nicky Buckley</td>
<td>Head of Public Engagement</td>
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<td>Dane Comerford</td>
<td>Public Engagement events manager</td>
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<td>Shelley Bolderson</td>
<td>Festival and Outreach coordinator</td>
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<td>Lucinda Spokes</td>
<td>Festival and Outreach coordinator</td>
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<td>Malavika Anderson</td>
<td>Festival and Outreach coordinator</td>
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<td>Sue Long</td>
<td>Festival and Outreach coordinator</td>
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<td>Phie Dawson</td>
<td>Festival and Outreach assistant</td>
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<tr>
<td>Lloyd Mann</td>
<td>Online events assistant</td>
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<td>Becky Wieczorek</td>
<td>Communications officer</td>
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<td>Nicola Bennett</td>
<td>Festival and Outreach assistant</td>
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Cambridge Science Festival is committed to engaging the public with physical sciences, biological sciences, technology and clinical medicine.

The Festival comprises 200+ events for all ages, runs for two weeks in March and welcomes over 30,000 visitors each year.

Almost all the events are free.

The Festival started in 1994, in 2014 we celebrate our 20th anniversary.
What’s the point?

• to bring together the University and community, reach new audiences and build lasting relationships with groups and organisations
• to provide opportunities for the public to share their knowledge and explore and discuss issues of scientific interest and concern
• to offer researchers the chance to communicate their work to the public
• to raise aspirations by encouraging young people to pursue science, technology, engineering and mathematics and to consider careers in these subjects
• to contribute towards the University’s widening participation aims by providing events for school pupils at both primary and secondary level
• because it’s enjoyable!
Who runs the events?

• over 40 events are organised centrally by the Science Festival team.

• around 170 events are organised by internal event co-ordinators (outreach officers, departmental administrators, Museum staff)

• around 40 events are organised by external organisations (local businesses, Higher Education providers, community groups)
What does the central team do?

- research, organise and run over 40 events for all ages
  - between July and November the Festival team approach departments, speakers and research coordinators to discuss involvement, they visit other Festivals to research new events
- facilitate the delivery of events organised by university, external and community co-ordinators
  - departments, speakers and external organisations approach us asking to take part in the Festival
- keep event co-ordinators up-to-date via email and meetings, provide support and guidance
- keep track of the budget and fundraise
  - the Festival is supported through core University funding, corporate sponsorship and in-kind support. Our budget pays for temporary staff through the Festival, marketing, venue hire, speaker expenses etc.
  - most departments provide rooms, staff time and equipment for free, some seek sponsorship or grants to support their participation.
- run the Festival website, social media streams and produce press releases
- produce the Festival programme and distribute
- provide marketing and PR for the Festival as a whole
- ensure health and safety and legal obligations are met across the Festival
- recruit volunteers to help with centrally organised events
- run the main telephone information line and take bookings for centrally organised events and for departments who do not have the capacity to take bookings themselves
- monitor audiences and make changes to events where appropriate
- evaluate the Festival and provide feedback to event co-ordinators
The Science Festival offers a range of programmes and activities for schools, designed to enrich the curriculum, inspire pupils to study science further and think about the world they live in.

**Schools Masterclasses** offer a day of talks, hands-on activities and tours for students aged 14-16 designed to enrich the science curriculum and encourage pupils to consider studying STEM subjects at University.

**Schools Roadshows** offer Cambridgeshire school pupils the chance to find out more about the exciting world of science. Scientists from the University of Cambridge offer one hour talks to primary and secondary schools.

**Schools Zone** invites pupils from across the eastern region to bring a display of their STEM projects to Cambridge Science Festival and present them to our Festival visitors. This is a wonderful opportunity for pupils to ‘be the experts’ and show a large and diverse audience what tomorrow’s scientists are doing today!

**Schools Hubs** are a new initiative in which county secondary schools host a range of activities for schools in their local area. The majority are for all key stages.
# How the programme is put together

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>August</td>
<td>decide theme</td>
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<tr>
<td>August - November</td>
<td>decide on topics, research speakers, invite celebrities research events and speakers at other Festivals, etc</td>
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<tr>
<td>15 August</td>
<td>planning meeting with event co-ordinators</td>
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<tr>
<td>17 October</td>
<td>external organisations: deadline for event submissions</td>
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<tr>
<td>15 November</td>
<td>University staff and students deadline for event submissions</td>
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<tr>
<td>December</td>
<td>copyediting and proofing work with designer on layout of programme design other publicity materials</td>
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<tr>
<td>Early January</td>
<td>programme goes to print</td>
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<tr>
<td>27 January</td>
<td>programmes back from print – mailouts begin pdf of programme goes online</td>
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<tr>
<td>Late January</td>
<td>final planning meeting with event co-ordinators</td>
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<tr>
<td>3 February</td>
<td>bookings open</td>
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Website and emails

- the festival team run the Festival website: [www.cam.ac.uk/cambridge-science-festival](http://www.cam.ac.uk/cambridge-science-festival)
- events which are submitted too late for the printed programme are publicised online
- latest event information is online (including event updates, changes and cancellations)
- we have over 3,900 Facebook followers and 3,450 Twitter followers
- and there are over 10,000 subscribers to the University public events mailing list ‘What’s On’ which runs specific mailouts associated with the Science Festival
Bookings

- The Festival team run the main Festival information line (01223 766766).
- We take bookings for our centrally organised events on the phone and using eventbrite [www.eventbrite.com](http://www.eventbrite.com).
- We can also support faculties by taking bookings on their behalf subject to capacity.
- Event booking open Monday 3 February 2014.
Running an event

Interested in running an event as part of the Science Festival?

• Email us on csf@admin.cam.ac.uk to discuss your idea and to be added to our mailing list.
• Read the material provided on how to prepare an application.
• External organisations: propose an event using our event proposal form. The deadline for 2014 Festival proposals will be 17 October 2013.
• University staff and students: contact us for access to our online event management system and add your event directly. The deadline for 2014 Festival proposals from University staff will be 15 November 2013.
• We will contact you to confirm acceptance of your event or explain why it is not suitable.
• Programme and other publicity materials are distributed by central team, you are responsible for marketing your own event.
• Public bookings will open on 3 February 2014. If you are taking your own booking, you must open your bookings on this date.
• You must provide a risk assessment or submit PLI evidence (for external organisations) before the event.
• We will send you the logo, event signage and a poster template
• Provide your own volunteers, we will provide T-shirts.
Volunteering at the Festival

• The Festival team recruit a team of volunteers to steward centrally organised events and man the information points on the main day of the Festival. In 2013 this team was over 150 strong.

• Departments and external organisations recruit their own volunteers to run their events so they can share their passion for science, technology, engineering or mathematics. In 2013 around 1000 people contributed their time, energy and expertise to the Festival.

• People volunteer as Festival stewards for all sorts of reasons, many because they want to view and participate in events, get an inside experience of a Festival and/or to give back to the Community.
How can I get involved?

I am part of the University

I am interested in running an event
The Festival could not run without your enthusiasm and support, thank you. Contact us to talk through your ideas, we can provide information to help you organise your own event during the Science Festival.

I am a speaker
You can take part in our schools programme, in an event organised by your own department or an event organised by the Festival team. Please contact us to discuss your ideas.

I am happy to invite speakers within the Department to take part in the Festival
Send us your speaker suggestions! We can provide information on how to put on a talk in your department or centrally through our office.

I would like to volunteer
You can get involved helping out at events in your own Department or as a general steward. Contact us and we can put you in touch with the right person.

I am part of an external organisation

I am an organisation and I would like to run an event
We work with dozens of community groups each year. Read our ‘Taking part in the Festivals’ information and fill out the event proposal form. We will get back in touch to discuss how we can work together.

I am a speaker
Please fill out the event proposal form, including information about your work. Please note: 90% of Festival events are free-of-charge and we rely on the majority of external speakers waiving their fee.

I want to volunteer
We have general stewarding opportunities which range from manning information points, supervising queues to getting involved in the action. Send us an email and we will add you to our mailing list.

External organisations are welcomed into the programme subject to:
Providing events which competently the Science Festival programme, that are in-line with the Festival aims and the ability to comply with health and safety and legal obligations.
Contact details

• Shelley Bolderson/ Lucinda Spokes
• Science Festival Co-ordinator
• Office of External Affairs and Communications, The Pitt Building, Trumpington Street, Cambridge, CB2 1RP

csf@admin.cam.ac.uk

www.cam.ac.uk/cambridge-science-festival