



## Seminar

# >> HOW TO ORGANISE A SPECIAL SCIENCE EVENT <<

## EUSCEA Seminar for “special” students

**EUSCEA** (the European Science Events Association – [www.euscea.org](http://www.euscea.org)) is the European membership organisation for those, who organise science festivals and other special science events.

**EUSCEA** members have expertise in science communication, especially in the area of face to face and interactive contacts between scientists, science presenters and members of the public, in places where the people are – not where the scientists are!

### **EUSCEA brings science to the people!**

The challenges associated with running science festivals are many, but the positive experiences are huge and EUSCEA can offer training and a professional development course to help those who are new to the field.

The **EUSCEA Seminar** is designed for the following persons/groups:

- newcomers to science communication events
- **new members of existing teams** which already organise science festivals
- members of an existing science communication who want to diversify their activity by starting a science festival
- people who are new to science communication
- people who want to add to their existing expertise by examining different approaches to science festivals such as science trucks, exhibition boats or open air presentations

The **EUSCEA Seminar** will form part of the EUSCEA Annual Conference 2009 (EAC09) in Perugia, in the wonderful, partly mediaeval, partly modern city in the middle of Italy.

The **EUSCEA Seminar** will take place on **Thursday, 14 May 2009**, the main EUSCEA Annual Conference will be 15-16 May 2009.

The **EUSCEA Seminar** will start with a get-together on the evening of Wednesday, 13 May 2009.



## Seminar

The timetable of the **EUSCEA Seminar** on 14 May 2009:

08:45	<b>1. Welcome by the EUSCEA President</b> [Jan Riise, SE]
09:00	<b>2. Science festivals all around Europe</b> – the organisational challenges associated with different sizes, venues, concepts, objectives etc. [Peter Rebernik, Vienna/AT]
10:00	<b>3. How to design a science presentation</b> - what kind of formats, ideas and concepts are possible and what are their differences [Pernille Vils Axelsen, Copenhagen/DK]
11:00	<b>COFFEE BREAK</b>
11:15	<b>4. PR for science festivals</b> – strategies to raise awareness for your event – to attract audiences and to gain a wider – or specific – audience [Sheila Donegan, Waterford/IE]
12:15	<b>LUNCH</b>
13:00	<b>5. Financing science festivals</b> – budgeting and controlling, sponsorship, fundraising, including creating a sponsorship package [Herbert Münder, Berlin/DE]
14:00	<b>6. How to evaluate the event</b> – objectives and impact, questionnaires and other methods to detect how your festival performs [Tiiu Sild, Tartu/EE]
15:00	<b>COFFEE BREAK</b>
15:15	<b>7. Workshop: groups develop their own festival concepts</b>
16:45	<b>9. Plenary session</b> – reports from the groups and discussions [moderated: Peter Rebernik, Vienna/AT]
17:45	<b>End of seminar</b>
19:00	<b>Networking dinner</b>
21:00	<b>End of the "official" programme</b>

The session leaders of the **EUSCEA Seminar** are present or past members of the EUSCEA Board with experience of running Science Festivals and Science Weeks across Europe – in Austria, Denmark, Estonia, Germany, Sweden.

The formats of the sessions will vary depending on the subject matter, but will allow for plenty of interaction and questioning.

A reference publication containing scripts from all of the sessions will be provided to all delegates at the end of the day.

The **cost** of the full day seminar **including** dinner, lunch and seminar documentation will be **€ 370** for persons employed at a EUSCEA member institution or **€ 425** for non-members.

**Please contact the EUSCEA office (office@euscea.org) at the latest by 10 April 2009 to apply for participation including the name of the institution, the email address(es) and name(s) of the participants.**

Places are very limited and will be allocated on a first come first served basis to accommodate as many organisations as possible. The maximum limit is 15 participants.

There are hotels in Perugia from € 40 per person onwards.