



Seminar

EUSCEA Seminar for “special” students

EUSCEA (the European Science Events Association) is the European membership organisation for those who organise science festivals and science weeks. EUSCEA members have expertise in science communication, especially in the area of face to face contact between scientists and members of the public, in places where the people are – not where the scientists are! 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. Participants may be:

- 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 2008 in Liblice, outside Prague, CZ. The seminar will take place on Thursday, 24 April 2008, the main EUSCEA Annual Conference will be 25-26 April 2008.

The draft timetable is set out below:

08:45	1. Welcome by the EUSCEA President
09:00	2. Science festivals all around Europe – the organisational challenges associated with different sizes, venues etc.
10:00	3. Science communication – a variety of formats to fulfil different objectives
11:00	<i>COFFEE BREAK</i>
11:15	4. PR for science festivals – strategies to raise awareness for your event – to attract audiences and to publicise to a wider audience
12:15	<i>LUNCH</i>
13:00	5. Financing science festivals - sponsorship, fundraising including creating a sponsorship package
14:00	6. How to design a presentation or a hands-on activity – tips for success
15:00	<i>COFFEE BREAK</i>
15:15	7. Evaluation – how to analyse your event for different purposes
16:00	8. Scientists and assistants at science festivals – training for optimum success
16:45	9. Plenary session – summary of the day
17:15	<i>End of seminar</i>
19:00	Networking dinner
21:00	<i>End of the “official” programme</i>

Session leaders will be drawn from the EUSCEA Board and other EUSCEA members with experience of running Science Festivals and Science Weeks across Europe – in Austria, Sweden, Germany, the UK and more. 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 two night's accommodation will be € 450 persons working at EUSCEA members and € 500 for non-members. **Please contact the EUSCEA office (office@euscea.org) at the latest by 25 February 2008 to express interest in this event including 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.