science festivals

dr simon gage
director
edinburgh international science festival
1. What makes a good science festival ('dogma', approach, business models)

2. My ten favourite festival events
2 weeks at Easter
100,000 visitors
220 events
Jan - June
18 activities
All Scotland
60,000 pupils
600 schools
The Festival

Following its phenomenal success last year the Abu Dhabi Science Festival is back bigger and even more exciting in 2012!

11 exhilarating days filled with fun science events and activities at ADNEC and the Corniche as well as other spots around the Emirate!

Buy tickets

Read more

November, 150,000 visitors
what is a ‘good’ science festival

it achieves its goals to inspire, educate and engage its selected audiences with events about science, technology, engineering and maths
what is a ‘good’ science festival

‘achieves’
‘inspire, educate and engage’
‘selected audiences’

OUTCOMES
what is a ‘good’ science festival

it delivers the right products, in the right place at the right price for its customers to achieve a group of outcomes
core principles of making a great science festival
The customer is No. 1 – not the science
Be accessible: price, location, time, subject, style
Honestly ask them if what you do is good enough
Understand that you compete for their time
2. Have the right stakeholder relationships and ‘exploit’ them fully

Stakeholder PUSH provides the investment to achieve OUTCOMES
WITH SPECIAL THANKS TO ALL OUR PARTNERS
Getting business involved

- Supporting the ‘talent pipeline’
- Recruitment
- Rewarding their staff
- Rewarding their neighbours
- Celebrating what they do. Pride.
- Engaging with the public in an impartial setting
- Product testing – rare
- PR generation
- Networking with other stakeholders
3. loudly commit to being brilliant

good events work better than poor ones,

reject poor events, be exclusive. Have the POWER to control quality

cultivate great events,

do this = virtuous circle
4. Have the right organisation and skills

- Leadership
- Creative and programming
- Production / Operations
- Fundraising
- Marketing and communications
- Finance etc.

- Motivation: Being successful needs to matter!
• Essential to recognise the need for specific skills

1. Professional science communication
2. Science & scientists

Great science festival events live here

4. Engage the right skills to do the job
4. Give staff the right skills to do their job
Characteristics of good science festivals

1. Visiting customer is No. 1

2. Stakeholder relationships are productive and bring in resource

3. They commit to high quality events

4. They have suitable organisations and recognise science engagement is now a profession
Workshops that are exceptional. Kids and adults.
Do rather than just listen and watch
Easy access: physical and intellectual
Warsaw Science picnic
Sociable science
Festival della Scienza
Valuable partnerships e.g. BBC in the UK
Science Days, Euro-Park, Rust, Germany
with industry
Heroes and heroines.
Be in the company of someone great. This is not Youtube!
DREAM:ON

THE APP TO INFLUENCE YOUR DREAMS
Richard Wiseman, the University of Hertford
Either Or by Sabine Klaus & Emma Snellgrove
7
Borrowed celebrity. Illusionist, Derren Brown on the left
Alan Alder contributor to WSF (actor, famous for Mash)
Something the everyone wants to see – Asimo from Honda
Yves Rossy aka JetMan
Flyboarders world championship team in Abu Dhabi
Discussion and creation of new ideas
Variety of format. New audiences.
Simon Pampena. maths comedian
end

simon@scifest.co.uk
www.sciencefestival.co.uk
4-19th April 2015
I would like to become a scientist

(red = girls, blue = boys)

Reference
Svein Sjøberg and Camilla Schreiner: The ROSE project. Overview and key findings

I would like to become a scientist
I would like to get a job in technology

red = girls
blue = boys

Reference
Svein Sjøberg and Camilla Schreiner: The ROSE project. Overview and key findings