Information for event co-ordinators and speakers

Cambridge Science Festival is committed to engaging the public with science, technology, engineering, mathematics and medicine. The Festival started in 2004 and now comprises over 250 events over 14 days in March. It attracts a wide audience of all ages from the local area and beyond, including many international visitors. The Science Festival is evaluated by visitors and contributors in order to improve and grow the Festival each year.

The objectives of Cambridge Science Festival are to:

- provide opportunities for researchers and the public to share their knowledge and explore and discuss issues of scientific interest and concern
- promote research conducted within the University of Cambridge and partner organisations
- offer researchers training in how to communicate their work to a wider audience
- bring together the University and community, reach new audiences and build lasting relationships with groups and organisations
- raise aspirations by encouraging young people to study science, technology, engineering and mathematics further and to consider careers in these areas
- contribute towards the University’s widening participation aims by providing events for school pupils at both primary and secondary level
- reach at least 25,000 visitors each year and engage new audiences in the Festival

Cambridge Science Festival depends on the continued support, hard work, creativity and enthusiasm of colleagues in the University and other agencies, schools, institutions and businesses which take part. We thank everyone who contributes to the Festival; as speakers, event coordinators, volunteers, sponsors and patrons.

**Science Festival timeline**

<table>
<thead>
<tr>
<th>Time</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug</td>
<td>decide Festival theme</td>
</tr>
<tr>
<td>Aug-Nov</td>
<td>open Event Management System</td>
</tr>
<tr>
<td>Sept</td>
<td>decide on topics, research and invite speakers, visit other Festivals</td>
</tr>
<tr>
<td>Early Nov</td>
<td>deadline for event submissions to the printed programme</td>
</tr>
<tr>
<td>Nov-Dec</td>
<td>late submissions publicised online</td>
</tr>
<tr>
<td>Early Jan</td>
<td>programme production—working</td>
</tr>
<tr>
<td></td>
<td>with designers on copy, proof, layout</td>
</tr>
<tr>
<td>Late Jan</td>
<td>pdf of programme on line</td>
</tr>
<tr>
<td>Early Feb</td>
<td>programme goes to print,</td>
</tr>
<tr>
<td>March</td>
<td>distribution starts</td>
</tr>
<tr>
<td></td>
<td>press and marketing campaign starts</td>
</tr>
<tr>
<td></td>
<td>planning meeting with coordinators</td>
</tr>
<tr>
<td></td>
<td>bookings open</td>
</tr>
<tr>
<td></td>
<td>week 1: Schools Roadshow if running</td>
</tr>
<tr>
<td></td>
<td>week 2+3: Science Festival</td>
</tr>
<tr>
<td></td>
<td>week 4: rest!</td>
</tr>
</tbody>
</table>

**Contact details**

Web: sciencefestival.cam.ac.uk
General email: csf@admin.cam.ac.uk
Phone: 01223 766766

www.cam.ac.uk/public-engagement
How the Festival works

- The Festival is supported through core University funding, corporate sponsorship, charitable trusts and in-kind support.
- The Festival team directly organise a proportion of the weekday evening lectures, family events and large hands-on spaces. The remaining events are organised by internal and external event coordinators with support from the Festival team.

The Festival team are responsible for:

- ensuring the Science Festival’s aims, quality and reputation is maintained
- keeping event coordinators up-to-date via email and meetings, providing support and guidance throughout planning and delivery and information about health and safety requirements and child protection issues
- providing information and advice to ensure events are engaging and the structure and format is appropriate for our audiences
- providing advice and support on partnership working, marketing and PR
- fundraising and liaison with Festival sponsors
- overall marketing for the Festival including production and distribution of the programme, publicity materials, volunteer t-shirts and associated costs
- media relations—working with print and broadcast journalists, the University News Team to publicise the Festival and highlight research stories and speakers
- targeted marketing for specific events, sectors and localities, for example through press releases, leaflets and e-bulletins through the University What’s On notification service
- expenses for speakers invited by the Festival team
- making the decision to include an externally organised event in the Festival programme
- venue hire for centrally organised events
- the Festival website: sciencefestival.cam.ac.uk
  social media: twitter @camscience
  facebook: cambridgesciencefestival
- providing a booking service for events including a telephone line—01223 766766 and online ticketing
- ensuring health and safety and legal obligations are met across the Festival
- recruiting volunteer stewards
- evaluating and reporting.

The Festival team cannot provide:

- extensive marketing, mail-outs, email or online campaigns for individual events
- volunteers for events at short notice
- venues or equipment (unless previously agreed with the Festival Team)

Event coordinators must:

- adhere to the Festival’s ethos of generating public interest in science, technology, engineering and maths and/or the arts, humanities and social science
- deliver free events or at a minimal cost
- provide rooms, staff time and equipment for free, some departments/organisations seek sponsorship or grants to support their participation in the Festival
- assess risks and provide a copy of your risk assessment in a timely manner to ensure a smooth and safe delivery of a successful event
- provide a copy of public liability insurance document if you are an external contributor so should any member of the public/staff/property be injured or damaged by your actions that you are covered, it is your responsibility to arrange this
- adhere to all deadlines
- staff your event appropriately by yourself or a member of your team enabling you to meet visitors, deal with enquiries and run your event
- display signage so people can find your venue
- notify the Festival Team of journalists/broadcasters who intend to attend your event
- provide accurate event details into the Event Management System, which adhere to the University of Cambridge’s house style.
- market your own event using publicity materials that adhere to the house style where possible and to include Cambridge Science Festival logo
- help evaluate the Festival – distribute copies of the Festival evaluation form, encourage the public to fill these in and return responses to the Festival team.
Volunteering at the Festival
People volunteer as Festival stewards for all sorts of reasons, many want to view and participate in events and/or get an inside experience of a Festival. We have general stewarding opportunities available ranging from manning information points, supervising queues to getting involved in the action. Email us and we will add you to our volunteer mailing list.

Departments and external organisations recruit their own volunteers to run their events. This allows people to develop activities and share their passion for science, technology, engineering or mathematics with our Festival audience. If you are part of the University we can help put you in touch with the Festival coordinator in your department.

Science Festival programme for schools
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 conference day
Working with Schools Liaison Officers from Cambridge Colleges, a day of interactive science and College visit for secondary school pupils in years 9 and 10. The day is designed to enrich the science curriculum and encourage pupils to consider studying STEM subjects at University.

Schools roadshows
Roadshows take scientists into primary schools throughout Cambridgeshire to give pupils the chance to find out more about the exciting world of science.

Schools zone
Pupils from across the eastern region are invited to bring a display of their STEM projects to the Science Festival and present them to our Festival visitors. This is a wonderful opportunity for pupils to ‘be the experts’ and show everyone what tomorrow’s scientists are doing today!

Getting involved in the Science Festival as a member of the University of Cambridge
Interested in running an event?
Contact us to talk through your ideas, we can provide information to help you organise your own event.

Interested in speaking at the Science Festival?
You can take part in our schools programme, in an event organised by your own department or an event organised by the Festival team. Contact us to discuss your ideas.

Know a great speaker who would be perfect for the Science Festival?
Please send us your speaker suggestions! We can provide information on how to put on a talk in your department or centrally through our office.

Getting involved in the Science Festival as an external organisation
Sponsoring the Science Festival
We have a number of sponsorship opportunities available to external organisations. These include sponsoring a specific talk, helping curate an event and delivering a hands-on activity. Please contact us, we would be delighted to talk more.

Interested in speaking at the Science Festival?
We are always keen to hear from potential speakers so please send us information about your work and we will get back in touch to discuss whether this could fit within the Science Festival. Please note over 90% of Festival events are free-of-charge and we rely on the majority of external speakers waiving their fee.

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