



Get Involved

Get involved in Science Week, one of Ireland's most recognisable events on the yearly calendar. We are thrilled each year with its continued success and the enthusiasm it generates and with over 400 events nationwide, everyone is guaranteed a fun packed week! Remember, the success of the week depends on you, the event organisers, so we hope you find this How-to-get-involved guide useful!

What's in it for you?

Bring out the wonder and love of discovering in the people of your local area. Whether they are children or adults, everyone loves to discover something new. There is great personal satisfaction to be gained in organising an event, as well as an opportunity to highlight your support for your community. You can gain some positive media attention and the connection to the youth groups in your area could be very rewarding for you and your organisation.

Is there a theme?

Each year Science Week carries a theme and for 2009 it is 'Science – Inspiring creativity and innovation' which links to the European Year of Creativity and Innovation <http://create2009.europa.eu>. With this theme in mind we will examine and explore the importance of creativity and innovation and the vital role it plays in science, engineering and technology.

What Kind of events can I organise?

There are a number of interesting ways to get involved in science week. You and your organisation can show support by participating in local events, promoting the week internally and encouraging others to get involved. Here are a few ideas that you can do as an educator, parent, scientist, business, agency or association:

- Visit schools and talk about career possibilities;
- Profile an employee with an interesting science/technology career;

- Invite your local community to an open day at your organisation;
- Organise an exhibition of your products or processes;
- Organise a display with hands-on activities;
- Host a professional day for second-level students;
- Sponsor prizes for school contests;
- Sponsor or host a lecture series;
- Bring your children to a Science Week Ireland activity in your area;
- Organise a special science, engineering and technology assignment for students;
- Organise a trip to a museum;
- Organise a science fiction film night;
- Check out the www.scienceweek.ie website.

Figure out the Who, What, When, Where and How!

Who

You may need people to work with you for the idea to turn into a successful Science Week event. Think about the size of the event you are undertaking - how many people are you going to need to plan, promote and run the event? Who can help with ticketing, setting-up, presenting, helping on the day? Do you need extra hands for tidying up and evaluating the event? Think community groups, local schools or colleges, businesses or members of the community for some volunteers that may be able to help.

What

What type of Event will you organise? You can choose anything from discussions, debates, star speakers, workshops, film screenings, demonstrations, talks from local industry, open days, book evenings, science treasure hunts and quizzes, the list is endless!

Remember you are trying to entertain and inspire the audience, making sure they have fun and enjoy it. It is important to know who is going to attend the event. Will it be teenagers who are studying science at school, families and children, college students, people with a professional interest in science, people with a passion for science, local scientists, or local community groups? Once you know who your audience is, you can tailor your event to suit their needs.

Where

Where is the event going to take place? When choosing a venue, make it as easy as possible for the public to access. Businesses can invite participants to their premises. Others should select a site that's well known, is easy to access and is free of charge— local schools, colleges, community halls, book stores, workplaces, cafes or shopping centres. Approach the management in advance for permission to use the premises. Be sure to explain to them in detail what

you want to do and what will be involved (there may be insurance implications). The important thing to make sure is that it is safe and accessible to all. Also, if you are thinking of holding an event outdoors bare in mind the unpredictable Irish weather. Keep in mind Science week runs in November and it may turn out to be a cold and wet day!

When

Science Week runs from the 8th of November – 15th of November in 2009. What day, date and time is your event going to take place? Remember to take into consideration who your audience is before setting the date and time. If school children are the audience, then during school hours may be an option, where they can come as a class. However it is best to check with the schools you will invite. If it is families and children it may be better to hold it in the evening or a weekend.

How can I promote my event?

Promoting your event and getting people interested in coming along is just as important as organising the event. Timing is everything when it comes to promoting as there are a lot of events nationwide during the week, it's important to let people know what you have running so that they can plan for coming along.

There are many easy ways to promote your event: post flyers and put up posters everywhere you can – schools, local business's, cafés, shopping centres or any local notice board. Ensure you use the Science Week Logo (available to download from the Resources section on the Science Week website) to tie in with all the events happening around the country and show people that you are taking part in Science Week.

Another way of getting people interested, which is environmentally friendly, is e-mail. Make full use of everyone you know whether they friends, family, colleagues, local community groups, local business's and schools and send an email invitation for them to come along to the event. Ask them to forward the e-mail to anyone they know that may be interested in coming along also.

What is blogging and how do I start?

A blog (abbreviation of weblog) is a personal webpage, sort of like an online journal or diary, where people can publish their own stories, thoughts or opinions on the internet. Each entry is viewed chronologically and you can allow readers to comment and interact if you so choose.

It's free, easy to use and anyone can do it! Getting started is simple but first you need to choose your blog provider. There are lots to choose from but some good ones include:

www.blogger.com
www.livejournal.com
www.wordpress.com
www.thediary.org
www.blog.com
www.xanga.com

Once you register for free (you will need an email address for this) you are ready to start. Why not blog about your plans for your Science Week event and then review it afterwards? We'd love to read about it! For some tips on putting your blog together check out the 'wiki-how' on blogging:

<http://www.wikihow.com/Start-a-Blog>

What is podcasting?

For those of you feeling a little more adventurous, why not create a podcast about your Science Week events and activities? A podcast is a digital audio recording that is posted on the internet and made available to others for downloading or to listen to online. Check out the following guide for a How-to: <http://www.wikihow.com/Start-Your-Own-Podcast>. You could even upload it to your school or college website!

Media & Press Releases

Once you have ironed out all the details and you know your venue, dates, times and what is going to happen, get in touch with all local newspapers and radio stations. The earlier you do this the better. Find out who you need to send press releases to, exactly what their deadlines are for information going to print or to air. See our example of a press release in the Resources section for ideas on what you should include. This is a professional document that should only display very clear details on the event: a brief description, times, dates, venue and most importantly your contact details.

A good way to get people interested is to send them VIP invitations. Remember to include all local journalists, high profile members of the community. Remember to include photographers and outline the photo opportunities that there will be on the day. Don't forget to submit the event to the listing section of your local paper!

What resources are available to me?

On the Science Week website visit the Resources section where you will find a downloadable logo, a science show performer database and a Science Week Activity Pack that can be used in the classroom. You can submit your event details on the homepage and when you do so, you will get a link to order

some complimentary Science Week branded merchandise for your event also. Don't forget you can watch some great Science Week videos in the Gallery section too!

Use the sample press release to issue your event details to local media and use the exit survey at your event to allow you to evaluate its success. Both are available in the Resources section.

If you use the micro blogging website Twitter, make sure you follow us at www.twitter.com/scienceweek. For those of you that would like to know more about using Twitter please read our 'How to' guide in the Resources section.

Last but not least!

Please remember to send us any photos and reviews of your events as we love to hear about them. You can upload your photos to the gallery section of our website directly. Share any video footage that you have too, and link with us at our YouTube channel www.youtube.com/dsevideo. Ensure that you **always** have the permission of anyone in your photos and videos before you send them to us – you will be asked to verify that you have done this on our website! Send your reviews to Donna McCabe at info@scienceweek.ie.

Finally, from all at Discover Science and Engineering, have a great Science Week 2009!