



## **How to 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 500 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?](#)

[Is there a theme?](#)

[What kind of events can I organise?](#)

[Figure Out The What, Who, Where, When and How!](#)

[How can I promote my event?](#)

[What is blogging and how do I start?](#)

[What is podcasting?](#)

[Media & Press Releases](#)

[What resources are available to me?](#)

## **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?**

The theme for Science Week Ireland 2011 is 'The Chemistry of Life', demonstrating the importance of chemistry to our everyday lives—from the atoms that are the building blocks of nature to the chemistry that creates lasting bonds between people. The chemistry in our lives can be found in the beauty products we use, the microchips in our mobile phones, and in the food and water we consume. It creates lifesaving medication and has contributed to Ireland being a world leading exporter of

pharmaceuticals, as well as being fundamental to the development of new technologies such as green energy conversion and nanotechnology. In 2011, we will celebrate our rich heritage of chemistry in Ireland throughout the ages and examine the valuable contribution Ireland has made to the scientific world. We will look at the vital role it will play in our future, and encourage debate around issues of public interest such as nuclear energy, stem cell research, and GM foods, as well as highlighting the way chemistry can contribute to the creation of economic growth in Ireland and improve the standard of the world around us. Chemistry is the fabric of life as we know it and in celebrating the International Year of Chemistry and Science Week 2011, we ask you to consider, what does it mean to you?

## **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](http://www.scienceweek.ie) website.

## **Figure Out The What, Who, Where, When and How!**

### **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.

## **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.

## **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 keep in mind the unpredictable Irish weather. Science Week runs in November and it may turn out to be a cold and wet day!

## **When**

Science Week runs from the 13th – 20th of November 2011. What day, date and time is your event going to take place on? 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 businesses, cafés, shopping centres or any local notice board. We [have a ready made poster for you to use](#) or indeed design your own; ensure you use the Science Week Logo 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, 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 choose.

It's free, easy and anyone can do it. Getting started is simple but first you need to choose your blog provider. There is an abundance of good blog providers out there. Some include:

[www.Blogger.com](http://www.Blogger.com)  
[www.Livejournal.com](http://www.Livejournal.com)  
[www.WordPress.com](http://www.WordPress.com)  
[www.TheDiary.org](http://www.TheDiary.org)  
[www.Blog.com](http://www.Blog.com)  
[www.Xanga.com](http://www.Xanga.com)

Once you register for free, you are ready to start. For some tips on getting started, check out the 'wiki-how' on blogging:

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

## **What is podcasting?**

Some of you might be feeling a little more adventurous and would like to put a podcast about what you are doing for science week up on your school or college website. A podcast is a digital audio recording that is posted on the internet and made available for downloading. Check out the following guide for step by step instructions on making your very own pod cast: <http://www.wikihow.com/Start-Your-Own-Podcast> or this 'How to Podcast' tutorial: <http://www.how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>.

## **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 below and 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 listing section of your local paper!

## **What resources are available to me?**

Some of the resources on this website can help you with putting together your event:

- Posters and promotional material
- Calendar of Events
- Roadshow performers database
- The Logo – available to download [here](#)
- Science Week Activity Packs - available to download [here](#)

[Visit our Resources Pages](#) to download the material you need!