

ABSTRACT: How to create a public science event

Public science events provide the opportunity for a deep and personal interaction between researchers and non-specialist public groups, potentially enabling a high degree of impact. This presentation will briefly review the purposes of science communication in such environments, before providing an overview of potential venues and event types. Three specific case studies will be developed in greater detail during this overview: science centres and museums; science cafés; and science festivals. Finally, the session will end with an outline of Karen's "Top Tips" to ensuring that such events are a success.

BIOGRAPHY:

Karen Bultitude is an academic at University College London, where she combines practical delivery and research perspectives in science communication. Live events and digital environments are her specific areas of expertise. She has delivered a range of innovative and large-scale projects in venues ranging from museums and science centres to festivals (both music and science related), as well as many other public spaces. From a research perspective she has led on a global review of science festivals, as well as explored various participant and deliverer motivations for becoming involved in activities in informal environments. The innovative and high quality nature of Karen¹s work has been recognised through multiple awards, including the Josh Phillips Memorial Award for Innovation in Science Engagement and the Royal Academy of Engineering Rooke Medal for the Public Promotion of Engineering.