



Organisers' Media Kit

Everything you need to know about National Science & Engineering Week 2012

National Science & Engineering Week is a great hook to use to attract press attention and develop new audiences for your event, so please acknowledge National Science & Engineering Week in any promotional material you create. This guide is intended to accompany our 'Guide to Publicity' and provide the most up-to-date information about this year's programme.

Our logo was created so that events and their organisers can easily be recognised as participants of National Science & Engineering Week. This will hopefully provide a greater sense of ownership of the Week as well as helping to spread awareness of the initiative nationwide. So please either mention us or use the logo in any promotional material you put together. This guide provides some pointers and suggestions, our more comprehensive 'How To Guide to Publicity' and 'Branding Toolkit' with full guidelines can be found on www.britishtscienceassociation.org/resources.



Events Listings:

If you haven't already done so, please register your event on the official National Science & Engineering Week Events Programme, you will need to be signed up as an Organiser to do this. Our own publicity campaign aims to drive the public to the site to find out what is happening in their local area. www.nsew.org.uk

Also place your event on local events listings sites to gain maximum exposure.

Website:

The National Science & Engineering Week logo is available to download from www.britishtscienceassociation.org/resources in both English and English-Welsh bilingual. Ensure you read our attached branding guidelines before use.

You might also want to mention either our National Science & Engineering Week School Competition "The Great Global Adventure", and online film competition "Prove it!" on your site (see the end of this document for standard copy). If you require animated banners then please contact the National Science & Engineering Week team nsew@britishscienceassociation.org with your requirements.

You can hyperlink your text to www.nsew.org.uk for our national activities and events programme.



Social Media:

Word-of-mouth is a powerful tool to promote both your event and National Science & Engineering Week and utilising social media is a cheap and easy way of seeding this.

Twitter:

Follow the National Science & Engineering Week twitter feed www.twitter.com/scienceweekuk and use the #SciWeek hashtag in your event-related tweets. You can also retweet our tweets to your followers, and we'll do our best to retweet yours.

New to twitter?

If your event is for the public, set up a twitter feed for your organisation at www.twitter.com. See our "Twitter for the Clueless" guide at the back of this document.

Facebook:

'Like' the National Science & Engineering Week Facebook Page www.facebook.com/scienceweekuk, you can post a message on the page wall about your event for anyone who visits to find out more.

Blog:

If you have a blog, you can include a post about National Science & Engineering Week, see the suggested copy towards the end of this guide.

50-day countdown:

We are running a 50-day countdown on Facebook with competitions, giveaways, ask the experts and more! Encourage everyone you know to check it out and fan our Facebook page.



Press Release:

National Science & Engineering Week acts as a great hook to attract the local media to your event, associating it with a national campaign. In 2011 we counted more regional press about National Science & Engineering Week events than any other year. Local press like a photo opportunity and are more likely to come during the week, so let them know if there are such opportunities. Please mention National Science & Engineering Week in full in the main part of the press release, in addition to including our 'boilerplate' in your Notes to Editors section. See an example release at the end of the document.

About National Science & Engineering Week

National Science & Engineering Week (NSEW) is a ten-day programme of science, engineering and technology events and activities across the UK aimed at people of all ages. In 2012 it will run from 9–18 March and the theme will be 'Our World in Motion'. National Science & Engineering Week is funded by the Department for Business, Innovation and Skills and led by the British Science Association. The programme also works in partnership with EngineeringUK. For more information, please visit www.nsew.org.uk.

If you mention the British Science Association in the main body of your press release then you can include further details in the Notes to Editors section.

About the British Science Association

The British Science Association is the UK's nationwide, open membership organisation that exists to advance the public understanding, accessibility



and accountability of the sciences and engineering. Established in 1831, the British Science Association organises major initiatives across the UK, including National Science & Engineering Week, the annual British Science Festival, programmes of regional and local events, and an extensive programme for young people in schools and colleges. The Association also organises specific activities for the science communication community in the UK through its Science in Society programme. For more information, please visit www.britishsociety.org.

Local Radio:

Contact your local radio station prior to your event to see if they can mention you, you might even get an interview so be sure to mention that your event is part of National Science & Engineering Week.

Letter or Invitation:

A letter home from school to parents, or an email to your mailing list for a visitor attraction, are one of the best ways of attracting an already engaged audience to your event. Word-of-mouth and direct mail from organisers accounted for over 50% of attendees to National Science & Engineering Week events in 2011, so don't miss out on this easy hit!

If you are celebrating National Science & Engineering Week in your school ensure you let the parents know that it is taking place. Mention the online events programme or national experiments that they could get involved in as well as highlighting your own involvement.

Flyer or Printed Programme:

Please include the National Science & Engineering Week logo on all your flyers and printed programmes which contain details of events taking place over the period. If you have room, you could include details of our national projects – the school competition 'How do you solve a problem like...?' and online 'Musical Moods' online experiment.

Suggested copy:

- Short:
National Science & Engineering Week takes place across the UK from 9–18 March with the theme of 'Our World in Motion.' In 2011 up to 2 million people took part in over 4500 events and activities! Visit www.nsew.org.uk for full details and online events programme.
- Medium:
National Science & Engineering Week: 9–18 March 2012
Events and activities aiming to inspire people of all ages with the wonders of the sciences and engineering

National Science & Engineering Week 2012 provides inspiring opportunities to get everyone taking part in, talking about and celebrating the sciences and engineering. This year the theme is 'our world in motion', with events and activities inspiring audiences with many aspects of the sciences and engineering, from the motion of the ocean, to the latest in

robotics. Get ready for our "Prove It" project, the "Great Global Adventure" school competition and find out what events are happening near you at www.nsew.org.uk

- School Competition:

The Great Global Adventure

This out-of-the-box poster competition is a simple way to take part in National Science & Engineering Week, either as homework or a class project.

The British Science Association has launched an ideas challenge for 5-14 year olds, asking them to invent a multi-terrain global racer that uses renewable power.

Pupils will need to invent one method of transportation that can carry themselves and two friends across a range of challenging terrains in their global adventure. The race could last many weeks, so vehicles will need to be large enough to carry supplies.

Racers must be presented in the form of a poster with a drawing of the invention accompanied by an explanation of how it works. Full teacher's notes are provided. Entries will be judged by a panel and the best researched and explained in each category will win a selection of prizes.

The closing date for all postal entries will be Monday 2nd April 2012. For full details visit www.nsew.org.uk

- Film Competition

Can you prove our world in motion in 30 seconds?

Prove it is the online video competition for all ages created for National Science & Engineering Week 2012. If you fancy yourself as the next Brian Cox or the next Alice Roberts get involved and film yourself explaining one aspect of our world in motion in 30 seconds. We want to collect as many stories of our world in motion as we can so whether you want to use your video to talk about plate tectonics, social media, the solar system, or about anything to do with motion, be part of the national buzz for NSEW and take part in Prove it!

The winning video will feature on BBC *Bang Goes the Theory's* website.

Full details available at www.nsew.org.uk

Accompanying logos are available to download on www.britishtscienceassociation.org/promotensew



Twitter for the clueless

Twitter glossary:

@	Goes before a username (@scienceweekuk) – adding the @ turns the name into a clickable link which will take you to that user’s profile.
#	This goes before a word to form a hashtag. This enables similar tweets to be grouped together (#SciWeek) which you can do by searching with the hashtag or just by clicking on it
RT	Retweet – sharing a tweet posted by another user. You can either do this by hitting the retweet button or by copying the text, adding RT and the original tweeter (+@)
HT	A ‘hat tip’ – gracefully acknowledging information received from another user
‘Trending’	A list of popular terms at that moment in the Twittersphere – can tailor it from worldwide down to city
Lists	You can construct lists of the people you follow which can then be followed en-masse by other users (e.g. friends, family, science communicators, celebrities...)
Profile	This is what other users see when they click on your name. It shows only <u>your tweets</u>
Feed	Unlike your profile, this shows the tweets (in chronological order) from all the people which you follow <i>and</i> your tweets. This is your home screen
DM	Direct Message – this is a private message which you can send to a specific user. Make sure you don’t accidentally tweet it ‘out loud’!

Tips and tricks

How to search

The search bar, by default, searches what people are actually talking about. If you want to search for a specific person, click the ‘find people’ button at the top of the screen.

Having a conversation

People that you do not follow (yet follow you) may ask a question, comment etc. but if you do not follow them, how does this appear in your feed? Use the button on the right hand side bar that says ‘@UserName’ and this will search for all tweets containing your username – this is how to keep up with who is saying what about you!

You can also direct message (DM) people – but only those who follow you – you can’t just spam everyone!

Twitterfall

This is a service which you can use to display a constantly-updating cascade of tweets about a specific subject – for example search for a hashtag and it will display all the mentions on Twitter about that subject as it happens! (E.g. #scc2010 at the Science Communication Conference and #SciWeek for NSEW)

This is now fairly common at events and conferences; however, it can be open to abuse and very distracting if you have it in a lecture theatre!

Link shortening

Services such as bit.ly and t.co turn long links into very short ones – very useful for staying within a 140 character limit! Additionally, you can keep track of how many people click on the link.

TwitPic

This (and other similar services) enables you to post photos on Twitter. Essentially it is the same as posting it on Facebook or Flickr and provides a direct, short link to the photo.

Example Press release:

For Immediate Release

8 March 2012

SCIENCE IN THE WOODS NATIONAL SCIENCE & ENGINEERING WEEK

ABERDEENSHIRE: Making natural mobiles, examining owl pellets and a display of eco-vehicles are just three of the wide range of activities coming to Aberdeenshire's Craven Centre on Saturday 9th March as part of a hands-on Science Discovery Day. The event marks the start of National Science & Engineering Week, a nationwide celebration of the sciences and engineering co-ordinated by the British Science Association.

Aberdeenshire Ranger Service and the Forestry Commission will be running a series of themed short walks leaving from the centre on the hour.

John Fellows of the Craven Centre and organiser of the event said "A very important part of National Science & Engineering Week is to bring science into unusual and accessible venues - hence the event in the woods!"

All activities are free and open to all - no booking is necessary and the day runs from 10am to 4pm.

The event at Craven is the first in a large and varied local programme which includes the 'Spaghetti Tower challenge', the aim of which is to build as high a tower as possible using dried spaghetti and mini-marshmallows. Over 200 schools and community groups have registered to take part and family groups will be able to have a go at constructing their own spaghetti towers at the Craven Centre on the 13th March as part of the Discovery Day.

For further information: John Fellows, Craven Centre, 01223 627249, johnf@craven.org.uk

-ENDS-

NOTES FOR EDITORS:

Photo opportunities all day at the Craven Centre, Chapel of Mary, nr Inverurie, Aberdeenshire.

Organisations providing activities include the Aberdeen University Natural History Centre, Aberdeenshire Ranger Service, Alford Transport Museum, Forestry Commission and RSPB.

About National Science & Engineering Week

National Science & Engineering Week (NSEW) is a ten-day programme of science, engineering and technology events and activities across the UK aimed at people of all ages. In 2012 it will run from 9-18 March and the theme will be 'our world in motion'. National Science & Engineering Week is funded by the Department for Business, Innovation and Skills and led by the British Science Association. The programme also works in partnership with Engineering UK. For more information, please visit www.nsew.org.uk.