FameLab 2019 has begun! We want to work with you to ensure it’s the most successful competition yet. We’re looking to attract enthusiastic early career scientists and engineers who love communicating science.

As a regional partner, this pack contains materials to help you promote the competition, including: copy for your website; a template press release; as well as a Q&A for any media queries you may receive. If you have any further queries, please get in touch.

If you have any questions, please get in touch

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What is the role of FameLab HQ?

- Producing FameLab communications toolkit and library of resources to assist regional partners.
- Generating national PR for Finals.
- Overseeing partnerships with HE institutions and regional employers.
- Maintain FameLab official website: https://www.cheltenhamfestivals.com/science/famelab/
- Maintain FameLab official social media channels.
- Organise UK and international FameLab finals
What is the role of a regional partner?

Localised marketing to encourage strong entrant & audience attendance including promotion via:

- Social media
- e-newsletters / Programmes / Event Listings
- Local business and Higher Education bodies
- Local websites
- Local papers
- Organisation of the regional heats and finals
Partnering up

Talk to the right people:

- Bright Club, Science Showoff, Café Scientifique and Science / Technology / Engineering Festival organisers all have networks of people who are already interested in talking about science-related subjects on stage.

- Get in touch with local organisers in your area

- You may also want to make use of communities such as BIG Chat, PSCI-com and Stempra

- There are a range of videos on the FameLab YouTube channel which can be used to explain to potential partners what FameLab is about.
Working with local universities

There are several low cost routes into universities. Emails, leaflets and posters can be sent directly to:

- Science, maths and engineering departments at Universities.
- Tutors on local science communication courses
- Student Ambassadors – utilise students on site who can put up posters for you and drum up peer support.

FameLab PDF posters are available
Local businesses

You might want to target local businesses, charities, institutions and other organisations associated with science and engineering. Marketing to employers and private sector organisations needs to include references to the corporate benefits they can enjoy from working alongside FameLab.

- They will contribute to addressing their Corporate Social Responsibility activities by engaging the public with STEM.

- Their employees will improve their presenting skills at both work and in public.

- The organisation will enjoy a raised profile from involvement with FameLab.

- A link to the FameLab promotional video can be found here: https://www.youtube.com/watch?v=Rldf7Vxi7KE
Social media

Twitter

With over 7,000 people on the FameLab Twitter account it is an effective way of promoting the heats and finals. Make sure you use @FameLabUK or the hashtag #famelab in your tweet so we can re-tweet to the FameLab followers. Don’t forget to tweet us pictures of your heats/training sessions/contestants/final- we want to see it all!

You can also draft a calendar in advance of pre-prepared tweets. Some examples follow:

- “Want to be inspire the next generation of scientists? Get down to <INSERT DETAILS> @FameLabUK #famelab ”

- “ If you had three minutes on stage, what would you say? #famelab See how they did it last year: https://www.youtube.com/user/famelab/“

YouTube

We have a number of videos from previous UK finals all available on the FameLab YouTube channel. A short promotional video is also available on the channel:

https://www.youtube.com/watch?v=Rldf7Vxi7KE
SPARKING A NEW GENERATION OF SCIENCE COMMUNICATORS

The search is on for the new voices of science communication! <INSERT LOCATION> is hosting heats of FameLab, the UK’s biggest competition to discover new talent to engage the public in science, engineering, technology and maths.

If you’re currently working in science, technology, engineering, or maths, and think you can explain your research in an engaging way to non-scientists in just three minutes, we want to hear from you!

So if you think you have what it takes visit https://www.cheltenhamfestivals.com/science/famelab/ to register. The winner of the <INSERT LOCATION> final will get the chance to take part in a weekend Masterclass led by experts in media & communication skills, before vying for the title of FameLab UK champion at the Cheltenham Science Festival. The FameLab UK winner will then go on to represent the UK at the FameLab International final, competing with countries all around the world!

Heats will take place at <INSERT DETAILS>

For more information visit: <INSERT YOUR WEB LINK WITH A LINK TO FAMELAB OR>
https://www.cheltenhamfestivals.com/science/famelab/
Template: copy for attracting public audiences

Please modify the copy below to add in the relevant information from your regional finals

LEARN SOMETHING AMAZING IN JUST THREE MINUTES

Do you want snapshot into the world of science and engineering? Come along to the the <INSERT LOCATION> final of FameLab, the UK’s biggest competition to discover new talent to engage the public in just 3 minutes!.

Contestants will compete against each other to pitch their research in science, technology, engineering or maths to the panel of judges, who include <INSERT DETAILS>. Each judge will assess the finalists’ presentations on three qualities: content, clarity and charisma.

Come along to this year’s <INSERT LOCATION> regional final competition and witness our best scientists as they battle it out to win a place at the FameLab UK National Final to be held on the Monday 3 June 2019 at the Cheltenham Science Festival

The <INSERT LOCATION> regional final will take place at <INSERT DETAILS> for one night only! For more information visit: <INSERT YOUR WEB LINK WITH A LINK TO FAMELAB OR> https://www.cheltenhamfestivals.com/science/famelab/
FAQs – information you already know but useful if you get any queries!

What is FameLab?

FameLab was set up in 2005 by Cheltenham Festivals in partnership with NESTA to find and nurture scientists and engineers with a flair for communicating with public audiences. Since 2007, thanks to a partnership with the British Council, FameLab has also gone global.

Hundreds of science communicators across the UK go head to head every year to become the FameLab UK champion. Participants have just three minutes to explain a science, technology, engineering or maths topic in an engaging way to non-scientists and will be judged on the content, clarity and charisma on their presentation.

Winners of the regionals finals will participate in the weekend masterclass on the 1-2 June 2019 delivered by experts in media & communication skills and then compete at the UK FameLab final on the 3 June 2019 at the Cheltenham Science Festival. The winner of the UK final will represent the UK at the FameLab International final on 6 June 2019.

Who can enter?

Entrants must be 21 years old or older, studying or working in science, engineering, technology, medicine or mathematics.
FAQs – information you already know but useful if you get any queries!

We welcome:

- Lecturers in science, mathematics or engineering subjects, including specialist science teachers with a science degree.

- Researchers who use existing research or meta-studies – they don’t have to be getting their hands dirty

- People who work on applying science, technology or mathematics – for example, patent clerks, statisticians, computer technicians, consultants to industry...

- Postgraduate students of science, mathematics or engineering (over 21)

- People who apply science, mathematics or engineering in the armed forces or government bodies

- People who apply science, engineering or mathematics in industry or business