IOP Managing Your Outreach Project Workshop

How long is the course?
The course lasts one day and runs from about 9.30am to 5pm with tea/coffee and lunch provided as part of the course.

Who is the course for?
The course is designed for up to 20 participants who have done a fair amount (20+ hours) of outreach and public engagement work already. It is aimed at those who would like to understand more about targeting audiences, evaluation techniques, applying for funds and planning and developing public engagement projects. It is not a course that focuses extensively on extending your personal presentation skills but will help with skills for developing better quality outreach activities and finding funding.

What will you learn?
The aims of the workshop are:

- to encourage those IOP members already doing outreach to consider larger scale and better targeted events
- to examine the processes of successful outreach, from idea to delivery
- to inspire participants to run new research inspired outreach events.

The key objectives of the workshop are:

- to learn more about the individual elements that contribute to effective outreach events
- to put these skills into practice with a mock proposal
- to meet other people, to share best practice and mistakes made.

What do you need to bring?

- Something to write with, and write on (printed course materials will also be provided for reference)
- Enthusiasm for your subject!
- Willingness to get up and ‘have a go’.
Who will take the course?

The course will be led by two experienced science communicators/trainers from The Training Group Consortium (Graphic Science and science made simple). Biographies of all trainers involved are given below.

**Ben Johnson**

Ben has been involved with Science Communication and Education for over 15 years and is Managing Director of Graphic Science Ltd, one of the most innovative and influential consultancies in the field. Ben specialises in direct hands-on engagement, designed to promote dialogue about science and engineering. He has worked extensively in schools researching, devising and delivering drama based projects and curriculum enhancement resources on topics as diverse as Robotics, Bioethics, Climate Change and currently, Engineering. Ben also has a strong portfolio of evaluation and research, conducting scoping studies and external evaluations for clients including EPSRC, NCCPE, BIS, The British Council, The Royal Society, The Wellcome Trust, Cheltenham Festivals Ltd, COPUS, STEMNET, The Open University, the Association for Science Education, At-Bristol and the Bristol Natural History Consortium.

**Wendy Sadler**

Wendy is the founding Director of *science made simple Ltd* and the Engineering Explained project - both of which specialise in the development and delivery of high quality STEM shows for schools and festivals. Wendy has over 15 years experience of working in science communication and public engagement, including seven years as an Education Manager at Techniquest Science Centre, and one year as the National Schools lecturer for the Institute of Physics. She is passionate about training researchers to communicate their knowledge using innovative techniques and effective visual demonstrations. In 2007, Wendy was awarded the European Union Descartes Prize for Science Communication. She is currently a member of the EPSRC Peer Review College and a mentor for their public engagement work and is the author of over 15 children’s books on science and engineering. Wendy holds the LAMDA (London Academy of Musical Drama and Arts) Gold Medal for public speaking.

**James Piercy**

James is a science communicator for science made simple and runs their branch in the East of England. He has a degree in chemistry and MSc in science communication, and has been involved in science communication since 1995. Over the last 15 years James has written, produced and delivered; science shows, workshops and dialogue events for wide ranging audiences from pre-school children to chartered accountants. James was formerly the Director of INSPIRE science centre in Norwich and Chair of the British Interactive Group. He also holds the LAMDA gold medal in public speaking. He enjoys sharing his skills and experience through training science centre staff and researchers involved in public engagement projects. Recent projects include the development of shows for National Museums Scotland and The Herschel Space Observatory.