CALL FOR IDEAS
2020

ELEMENTARY
BACKGROUND TO THE FESTIVAL

WHAT WE DELIVER...

Edinburgh Science Festival was the world’s first public science festival, and remains one of the largest and best in the world. Established in 1989, Edinburgh Science is an educational charity with the mission of inspiring, encouraging and challenging people of all ages and backgrounds to explore, understand and engage with the world around them, and to communicate the educational, social and economic benefits of science and technology.

Our vision is a world where the wonder and value of science and technology is recognised and celebrated as central to our lives and where organisations and individuals work together to create a bright and sustainable future.

Each year the Edinburgh Science Festival puts on a programme of over 250 activities – workshops, shows, demonstrations, hands-on activities, discussions, conversations, exhibitions and interactive events – at venues across Edinburgh. The Festival attracted 179,000 visitors in 2019. We produce many of the events ourselves, but opportunities exist for like-minded organisations or individuals to deliver events that complement the programme devised and presented by the Edinburgh Science team.
WHAT THE FESTIVAL INVOLVES…

… CITY ART CENTRE
The centrepiece of our family programme sees the Festival take over Edinburgh’s City Art Centre with our own content. Aimed at 3–11 year olds, there’s a huge range of interactive workshops and activities under one roof; plenty to keep enquiring young minds and hands busy!

… SHOWS AND PERFORMANCES
Each year we curate a programme of creative shows and performances that offer an alternative way for visitors to experience the Festival and pose scientific and creative challenges.

… WORKSHOPS, EXHIBITIONS AND DROP-IN ACTIVITIES
We create our own workshops, exhibitions and drop-in activities as well as welcoming proposals for these activities from external partners. From fully interactive large exhibitions that require a dedicated self-contained venue to a small table-top activity as part of a larger event such as our Pop-Up Science programme, we have room for all ideas.

… ADULT PROGRAMME
As well as family activities, the Festival also delivers a vibrant and varied programme for adults; everything from presentations to thought-provoking panel discussions and interactive events. These events take place throughout the city, with a particular focus at our Festival hub.

… AROUND THE CITY
Edinburgh and its surrounds are well served with a host of permanent venues dedicated to presenting science and technology in interesting ways year round. Many of these like-minded organisations come together during the Festival to present a special programme focusing on and celebrating science. We are also keen to hear about any one-off festivals, theatre or music performances, etc. that might complement our programme.
HOW TO GET INVOLVED

Anyone can submit a proposal to the Call for Ideas and we are always keen to hear from people with a fascinating concept to communicate and exciting way of doing it. We are looking for events for both our family and adult programme, in an assortment of engaging formats; whether it be inspiring presentations, thought-provoking discussions and interactive events, or shows, workshops and performances – any format which engages audiences with science in an exciting way.

I AM A...

PUBLISHER
Publishers representing popular science authors can submit proposals for author talks with associated book signings.

LOCAL VISITOR ATTRACTION
High quality public venues based in and around Edinburgh that organise activities that tie in with the Science Festival programme. You must represent a physical venue to qualify for this category.

INDEPENDENT PROFESSIONAL
Individuals such as professional science communicators, artists and performers interested in bringing a show, performance, talk, workshop, installation or exhibition to the Festival.

OTHER STAKEHOLDERS
Organisations such as university departments, charities and learned societies looking to hold an event in our programme making use of our facilities. Events may include talks, shows, performances, installations, workshops and exhibitions.

PARTICIPATION FEE

WAIVED

£350 PER EVENT LISTING

TALK TO US ABOUT YOUR FEE

£350-£1,250 PER EVENT LISTING
From £350 per event listing for a table top activity in a shared venue, depending on the space required.

£1,250 per event listing for an event in a dedicated Festival venue space.

BENEFITS

THE FACILITIES WE PROVIDE FOR STANDARD EVENTS INCLUDE

A VENUE
STANDARD AV EQUIPMENT
EVENT MANAGEMENT STAFF
BROCHURE AND WEBSITE EVENT LISTINGS
BOX OFFICE SERVICES
PUBLICITY
SUPPORT FROM OUR CREATIVE TEAM
ASSISTANCE WITH TRAVEL AND ACCOMMODATION COSTS. WHERE APPLICABLE.

IF NONE OF THE ABOVE APPLIES TO YOU OR THE PARTICIPATION FEE IS A BARRIER TO YOUR INVOLVEMENT, PLEASE CONTACT CONOR ELLIS ON CONOR.ELLIS@SCIFEST.CO.UK. ALTERNATIVE FINANCIAL ARRANGEMENTS MAY BE AVAILABLE.
NOTES ON PARTICIPATION

ACCREDITATION
Event organisers are accredited with a line entry of ‘Presented by X’ alongside relevant event entries. If you are interested in logo branding within the brochure, online and at the event, please contact Hannah Schlesinger in our Development team to discuss partnership opportunities:
HannahS@scifest.co.uk

BOX OFFICE REVENUE
With the exception of local visitor attractions, all box office revenue is retained by the Edinburgh Science Festival, unless otherwise negotiated and stated in the signed Participation Agreement. For local visitor attractions, a 20% administration fee is retained from ticket revenue generated through the Festival box office. A minimum of 20% of the total tickets available for each event must be allocated to be sold through the Festival box office.

CANCELLATION FEES
If an event is accepted and is cancelled prior to the printing of the programme, the event organisers will be liable for an administration charge of 50% of the participation fee per event. If the event is cancelled after the programme has gone to print, the organisers are liable for payment of the full participation fee per event.

SUBMISSION GUIDELINES
Please note that due to a high volume of submissions, inclusion in the Festival programme is not guaranteed. Preference will be given to events that demonstrate a commitment to best-practice science communication and to providing high-quality experiences. For a guide to what we are looking for and suggestions of how to make the most of your idea, please read our Tips for Submissions section of this guide.

During the submission review process, you may be contacted by a member of our Creative Team to discuss your event in more detail. After event selection is complete, we will notify you of the outcome of your submission by email.

If you have any questions that haven’t been answered in the supporting information please contact Conor Ellis at Conor.Ellis@scifest.co.uk

DEADLINE
The deadline for submissions is 5pm, Friday 13 September 2019

PARTICIPATION REQUIREMENTS
We ask successful event organisers to:

- Develop and deliver your own event (however if publishers would like further advice on event development, a member of the Creative team will be able to work with you)
- Cover their own event costs including travel and accommodation of event participants (see the Additional Costs section on the next page for more details)
- Provide all information required by the Festival to publicise and host the event (see the timeline on the back page for a full checklist)
- Agree to co-market your event
- Additionally, local visitor attractions should demonstrate that their proposed Festival activity supplements their ‘business as usual’ programme across the year, host events in their own venue and arrange all event logistics themselves
Would you like to have an enhanced presence at the Festival to showcase the work of your organisation to over 179,000 people?

Edinburgh Science Festival is an excellent platform on which to increase the profile of your organisation in front of an enthusiastic and engaged audience that includes industry experts, academia, scientists and technologists, creators, makers and innovators, and families.

Our sponsors enjoy invitations to events during the Festival, VIP opportunities and private viewings, access to prominent cultural venues across Edinburgh with discounts on hospitality, as well as opportunities for staff engagement and development.

Sponsorship opportunities start from £5,000 and our Development team will create a bespoke package to support your objectives and give you maximum benefit.

We will work with you to raise your profile at the Edinburgh Science Festival and reach new audiences from the 179,000 visitors to over 60,000 website views and 1 million social media impressions.

**SPONSORSHIP BENEFITS INCLUDE:**

- Logo accreditation alongside your event
- Listing in our brochure (78,000 copies) and online
- Logo at your event and across our Festival venues (179,000 visitors)
- Opportunities for targeted promotion of your event and sponsorship
- Opportunity for unique client engagement
- Exclusive invites to VIP parties and events for you and your colleagues
- Exclusive invites for your staff and their children to the City Art Centre
- A ticket allocation for you and your guests
- Training and development opportunities for your staff to talk to young people about STEM careers

Contact Hannah Schlesinger
HannahS@scifest.co.uk to discuss your needs and to develop a creative package that can benefit your organisation.
VENUES AND EQUIPMENT

FESTIVAL VENUES
The Festival uses a variety of venues citywide and will endeavour to best match events to suitable locations. Unless you are representing a local visitor attraction or are proposing a site-specific piece it is likely that we will schedule your event in one of our own venues – do not make arrangements for your own external venue.

AUDIO VISUAL
Festival venues come equipped with standard AV equipment (PA, mics, screen, projector) and a technician. It is your responsibility to fund any additional AV equipment you require.

OTHER EQUIPMENT
The Festival may be able to supply basic equipment (tables, chairs etc.) but it is your responsibility to inform us of these requirements well in advance. If you have more complex requirements we will attempt to provide details of local suppliers.

For health and safety reasons, it is essential that the Edinburgh Science Festival is made aware of ALL equipment you intend to use for your event, irrespective of who is providing it.

ADDITIONAL COSTS

TRAVEL, ACCOMMODATION AND EXPENSES
Event organisers are responsible for organising (and covering the cost of) all travel, accommodation and per diem expenses for their event participants. The Festival can provide details on request of designated festival hotels, in which the majority of speakers will stay.

For independent professionals who are not associated with an organisation, the Festival may be able to assist with travel and accommodation costs where required. This is decided on a case-by-case basis.

INSURANCE
Edinburgh Science Festival’s Public Liability Insurance covers public visitors to the Festival provided the activities of our participants are ‘safe’ as defined by our policy. If you need to see this policy, please ask for a copy.

Damage to or loss of exhibition stands and equipment is not covered by Public Liability Insurance. Event organisers are responsible for insuring their own equipment or stands.

HOSPITALITY, CATERING AND RECEPTIONS
If you wish to organise a reception as part of your presence at the Festival, we will be happy to suggest local caterers and suitable venues. Similarly, if you wish to provide refreshments for speakers as part of your event, please let us know and we will put you in touch with the necessary catering staff.

BOX OFFICE AND TICKET SALES

SALES TO THE PUBLIC
The Festival Box Office opens approximately two months before the Festival. Except for certain specified events that must be booked in advance [which are indicated in the printed programme and online], tickets are also on sale at the venue 30 minutes prior to the start of an event providing the event is not sold out.

TICKETING YOUR EVENT
For the convenience of our visitors, Edinburgh Science Festival insists on being able to hold tickets, or to take bookings, for every event listed in the programme.

The Festival will determine tickets prices and all ticket revenue is retained by the Festival, other than for local visitor attractions.

For local visitor attractions, All ticket revenue generated through the Festival Box Office will be reverted to the local visitor attraction with the reduction of a 20% Box Office administration fee. A minimum of 20% of the total tickets available for each event must be allocated to be sold through the Festival box office.
MARKETING, PUBLICITY AND MEDIA

The main vehicle for publicising Edinburgh Science Festival events is the printed programme, which is launched in February and distributed throughout Edinburgh, Scotland and the UK. Please note that until the launch, the contents of the Festival programme are under embargo and therefore we will not promote activities through press, print or digital channels prior to this date.

If you intend to produce publicity material specific to your event (for example posters, leaflets, and online/social media content) it is imperative that the Edinburgh Science Festival logo is included and that the Festival is supplied with a proof copy of the material for sign off before it goes to press.

Copies of the logo will be supplied to participants and other versions and resolutions are available from our Marketing team by email at Marketing@scifest.co.uk. We are happy to display material (subject to it containing our logo) at our Box Office and, where possible, at relevant Festival venues once the Festival starts.

The Festival endeavours to publicise as many events as possible, but is unable to produce a press release for every event. It is important that you publicise your event too and participants are encouraged to identify a newsworthy aspect of their event which will attract media interest and to aim to attract high-profile speakers and/or hosts. Please let our Marketing team know about your PR/media campaign in advance to prevent duplication of effort.

If you wish to discuss marketing and media options, please contact our Marketing team by email at Marketing@scifest.co.uk or call 0131 553 0325.

CALL FOR IDEAS TIMELINE

LATE JULY
- Launch of Call for Ideas

AUGUST – MID-SEPTEMBER
- Call for Ideas is open to submissions

FRIDAY 13 SEPTEMBER
- Deadline for submissions

SEPTEMBER
- Festival team reviews submissions

MID-OCTOBER
- Event selection finalised and successful event organisers are contacted

OCTOBER
- Collection of event information:
  - Brochure copy
  - Event participant details (speaker and host contact details and biographies)
  - Images
  - Venue details (for local visitor attractions)
  - Notes on any unusual logistical/AV requirements
  - Social media information
  - Collection of signed Participation Agreements and invoicing details
  - Events are scheduled by the Festival team and dates communicated to event organisers

FRIDAY 15 NOVEMBER
- Deadline for event information and copy

EARLY JANUARY
- Brochure proofs sent to event organisers for fact-checking

LATE JANUARY
- Brochure goes to print

FEBRUARY
- Invoices launch and events on-sale
  - Invoices for participation fee (where applicable) sent to event organisers
  - Collection of final event details
  - Event agendas
  - Event risk assessments, where applicable
  - Any further logistical and AV requirements

MARCH
- Arrival and Festival information sent to event organisers

4 – 19 APRIL
- Edinburgh Science Festival 2020

MAY
- Feedback form sent out
- Final wrap-up of financial agreements (where applicable)

CONTACT OUR TEAM!

If you have any questions about getting involved in the Edinburgh Science Festival, don’t hesitate to email us.

To discuss the Call for Ideas contact Conor Ellis Conor.Ellis@scifest.co.uk
To discuss sponsorship opportunities contact Hannah Schlesinger HannahS@scifest.co.uk
To discuss marketing and media contact Marketing@scifest.co.uk
TIPS FOR SUBMISSIONS

We’re looking for inspiring experiences; thought-provoking discussions, creative performances, engaging hands-on experiences, interactive events and engaging talks that bring scientists and audiences together with other relevant voices to help us deliver our mission and vision as part of our Festival in April 2020.

Places in the Festival programme are limited so we have to be selective. In reviewing the proposals we will be asking such questions as:

- Is the event interesting, relevant, innovative, imaginative and inspiring?
- Does the event complement our existing programme and Festival theme?
- Is the event likely to be popular and attract a good audience?
- Does the event demonstrate a commitment to best-practice science communication?
- Does the event provide a high-quality experience to audiences?
- Does the event provide accessible and inclusive experiences?
- Will the event help audiences understand that science is a part of their everyday life and something that is “for them?”
WE WOULD ENCOURAGE YOU TO THINK OF YOUR EVENT PROPOSAL IN THREE MAIN WAYS...

1. KNOW YOUR AUDIENCE

Edinburgh Science Festival audiences are generally made up of interested members of the public who we assume have little or no specialist scientific or technological knowledge. Their motivations for attending an event vary widely. Some come to hear a favourite speaker; some to learn something new; others to debate moral, ethical and societal implications and make their views heard; and others simply want to have a fun day or night out with their family or friends. Some will expect plenty of scientific detail and explanation; others will be more interested in what the non-scientists have to say.

There is no ‘typical’ event and no ‘ideal’ audience, but we are keen to include events that appeal to members of the public who don’t necessarily consider themselves to be interested in science. The important thing is to identify your target audience and try to ensure that the event you deliver is appropriate for this audience.

We welcome ideas for events that will help us engage harder-to-reach audiences and visitors with additional needs. Edinburgh Science has an organisational working group for accessibility across the Festival and last year we were pleased to offer a series of relaxed performances and events as part of the Festival programme. If you would like to find out more about offering relaxed experiences or would be interested in delivering a bespoke Festival event for audiences with additional needs, please get in touch with us.

There are many underrepresented audiences in STEM and we are committed to working across our event portfolio to create an inclusive and welcoming Festival for everyone. Not everyone in STEM fits the same mould, and we welcome ideas for Festival events which help us reach underrepresented audiences and celebrate that STEM is something for everyone.

All our audiences share an expectation that their Edinburgh Science Festival experience will be a valuable one in terms of learning something new, feeling entertained, or ideally both. People are coming to these events in their leisure time, so bear this in mind when planning your event!

We cannot guarantee an audience for your event, but the Festival is heavily promoted and we do our best to provide additional publicity and support for events that are booking slowly.

2. CONSIDER YOUR CONTENT

The Festival aims to engage everyone, not only in a celebration of science but as an opportunity to present and discuss new areas of research and to promote debate about issues raised by science and technology. We are interested in events on science of all sorts – but in particular those that:

- Tie in with our 2020 Festival theme Elementary; more information about this theme and our strands of focus can be found in our Festival Vision document
- Involve new research, new ideas, interesting angles and novel approaches
- Consider the moral, ethical and broad societal implications of scientific research
- Appeal to members of the public who do not usually engage with science or who are underrepresented in STEM careers and industries
3. THINK ABOUT YOUR FORMAT

When planning your event, remember that people can absorb information in a wide range of different ways: through seeing, hearing, moving and touching. A good event will use a variety of styles to engage as many people as possible and will allow audiences to take part in the event somehow – through interaction, dialogue etc.

Some popular formats are listed below, but there’s nothing to stop you combining several approaches to deliver a unique event.

EVENTS FOR ADULTS

It is important to consider your presenters carefully as good presenters are the key to a successful event. Before inviting a speaker, it is advisable to check that they have presented to a general audience before or, if possible, see them speak yourself. Discussion events or talks should have a host whose role it is to welcome the audience, introduce the speaker[s], steer the event and lead any Q&A session. Do not underestimate the importance of a good host. We strive for gender parity across all Festival programming.

PRESENTATIONS/TALKS

Talented communicators with a passion for their subject matter can carry a single-presenter event. These events work best if your speaker is a well-known personality whose ‘big name’ can attract large, mixed audiences and/or the topic is particularly interesting and newsworthy. Multi-presenter events can be an interesting way of delivering information and allowing for dialogue between participants and with the audience. Text-heavy slides or complex graphs are not appropriate for public audiences and often do not make for the best experience. If possible, only use PowerPoint (or similar) for visuals – images, diagrams, video clips, etc. – not as a memory aid for speakers. Hands-on activities aren’t only for kids – consider getting your audience to DO something as part of your event.

‘IN CONVERSATION’ EVENTS

In this format, a skilled host interviews a well-known individual in a ‘chat-show’ style. The host should ideally be a personality themselves (broadcasters are often ideal in this role). This style of event can be useful if your speaker[s] have interesting things to say but are best suited to a conversational style rather than a presentation. ‘In conversation’ events should allow time for audience questions.

PANEL/DISCUSSION EVENTS

Discussions can work well for mixed audiences, especially for any subjects with complex moral, ethical or societal implications. It is important to offer a range of voices (ideally no more than three or four speakers) and viewpoints, especially if the issue is controversial or emotive. Don’t restrict your choices to scientists – consider involving patients, clinicians, sociologists, economists, representatives of relevant NGOs, the media, artists or authors to encourage vibrant and varied discussion.

These events work particularly well when they are chaired by a skilled host and should allow time for audience questions.

EVENTS FOR ALL AGES

PERFORMANCES/SHOWS

Live performances – music, dance, drama, poetry, comedy etc. – may form part of an event or may BE the event, and can be a valuable way of reaching out to new audiences.

Performances can impart information, be useful catalysts for discussion or simply provide an interesting overall experience. The science doesn’t always have to be explicit; sometimes it is enough to remind us that science is not separate to but rather is a part of broader culture.

WORKSHOPS

A focused and practical workshop can give visitors the chance to use professional equipment or gain specialist practical skills. Children and adults alike relish the opportunity to try something new and make something themselves, be that through computer programming, 3D printing, soldering, silversmithing or photography.

DROP-IN EVENTS

Drop-in events can take many forms – for example exhibitions, demonstrations or interactive activities – all of which are informal in nature and provide various opportunities to interact with scientists and their research, showcase technology innovation and knowledge and facilitate hands-on experiences. We can offer space in a high profile public venue and are interested in drop-in events that could run for anything from one afternoon to the whole of the Festival.

WALKING TOURS, TRAILS, EXCURSIONS, ETC.

Walking tours or science trails can be a novel way of engaging audiences. If you decide this is the format for you, remember that a lot will depend on having a knowledgeable, engaging host and that logistics can make or break an event of this sort (as can the weather!). Do you have access to a special scientific place which is not normally open to the public? ‘Behind the scenes’ tours are very popular with audiences.

EVENT DURATION

- Presentations, talks and discussions in the Edinburgh Science Festival programme usually run for 60–90 minutes, including time for audience questions

- Performances and workshops vary in length depending on what is covered, they usually run between 45 minutes and 3 hours

- Drop-in activities are flexible and have no set length; there should be enough material to entertain a visitor for at least 5–10 minutes with the opportunity for a longer visit and more activities if they wish

Once you have thought through these elements, you’ll be ready to submit your proposal[s] through the call for ideas WebForm.

Please use our link edscifest.wufoo.com/forms/miesijx0txztus to submit your idea proposal. Please use a separate form for each entry you would like us to consider for inclusion in the Festival programme.

The submission deadline for your proposal[s] is 5pm, Friday 13 September.