



# The Art of Scientific Communication

## Designing Scientific Live Events

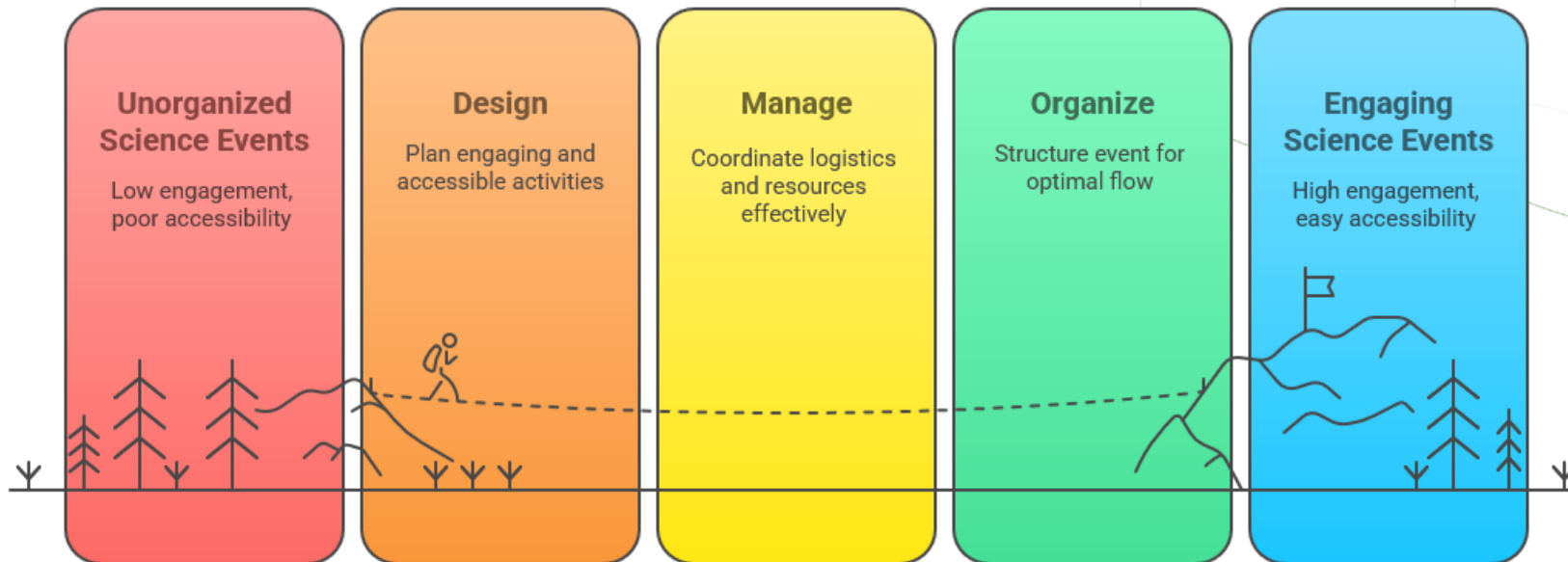
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**IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System**  
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Mission 4 “Education and Research” - Component 2: “From research to business” - Investment  
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”





To provide operational and strategic overview of how to design and manage engaging, accessible, and well-organized live science events.

## Designing Engaging Live Science Events







# Types of Events

## Common formats:






-  Science festivals
-  Science cafés and talks
-  Hands-on school workshops
-  University open days
-  Science fairs and exhibitions

## Key differences:






-  Level of interactivity
-  Duration and scale
-  Venue type (indoor/outdoor)
-  Target audience

# Tailoring the message and format to your audience

## Defining your goal:

-  To inform
-  To inspire
-  To engage
-  To entertain
-  A mix of the above

## Audience segmentation:

-  Children and families
-  Primary/secondary school students
-  University students
-  General public
-  Niche audiences (e.g., science fans, educators, researches, etc.)

# Strategic Planning

- 🌐 Choosing a central theme
- 🌐 Designing the flow of activities
- 🌐 Time management and scheduling
- 🌐 Budget and fundraising
- 🌐 Collaborations and partnerships
- 🌐 Safety and permissions

# Logistics

## What to Bring:

- 🌐 Scientific tools and props (simple, safe, durable)
- 🌐 Consumables (paper, markers, basic lab materials)
- 🌐 Visual aids (banners, posters, tablets, signs)
- 🌐 Emergency kit (tape, scissors, chargers)
- 🌐 Printable checklist

## What to Avoid:

- 🌐 Complex or hazardous experiments
- 🌐 Overly theoretical presentations
- 🌐 Information overload

# Grabbing Attention and Fostering Engagement

## Engagement strategies:

- 🌐 Eye-catching demos
- 🌐 Unusual props or visuals
- 🌐 Open-ended questions
- 🌐 Hands-on participation
- 🌐 Storytelling and science narratives
- 🌐 Challenges, games, quiz, or small prizes
- 🌐 Active listening and adapting on the fly
- 🌐 Keeping the energy up and handling drop-in visitors

## Design and manage your “one day” Scientific live event

- 🌐 choose a topic you want to communicate about (bonus: choose an “Event Title”)
- 🌐 choose the format through which you want to disseminate it, taking into account that there will be about 500 people from general public (various ages), speaking the same language (ita or eng)
- 🌐 think of a plan of different activities covering a total of 6 hours from 2 to 8 pm
- 🌐 pitch your idea and convince me to spend some budget for this day



# THANKS!

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