

**Developing Tomorrow's Science &
Engineering Communicators**

FameLab

- A leading competition to find, develop and mentor young science and engineering communicators. Now a **global** phenomenon in partnership with the British Council.
- Started in **2005** with the pivotal support of NESTA who continue to support this fantastic venture
- This year's competition involves 21 **countries** covering Europe, Asia and Africa and the USA. Video entry is also available
- Over **3600** scientists and engineers, from 3 continents have participated in this programme
- Involves leading media and communication **trainers**
- World class **judges** from the world of international science and media
- An vibrant **alumni** of highly skilled individuals engaging international audiences but also engaging with each other



Simply The Best

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High Achieving

Unprecedented outcomes within countries:

- **Science Festivals** and **TV shows** have been launched
- A new **science communication MA programme** has been designed
- Researchers have become **media stars** (approx. 25% of the population of Turkey is estimated to have watched FameLab Turkey in 2007). Winners in other countries have been interviewed for lifestyle magazines and even become items in crossword puzzles
- The winner of FameLab Serbia was nominated to bear the torch at the **International Student Sports Olympiad**
- An **international event**, organised by the British Council in 2008, brought together over 130 young and senior researchers, FameLab alumni and mature science communicators for international networking

International FameLab



High Achieving

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How?

Time Plan:

- Realistically over 6 months
- New country training
- Recruitment
- Regional heats & video heats
- MasterClass residential weekend
- National Final
- International Final – June, *The Times* Cheltenham Science Festival
- Ongoing follow-up & regional events

Format:

- 3 minute presentation of a scientific topic
- Different presentation for audition & regional final
- No PowerPoint or visual presentations
- Props are allowed (only what contestants can carry)

Entry criteria:

- Entrants must be 21 years or older, studying or working in science, engineering, technology or mathematics
- Depending on the educational system some countries are open to 18 years or older



Support

From Cheltenham Festivals

Running FameLab competition since 2005

- International experience (2007 onwards)
- High level of exposure
- Recognised as a quality brand
 - Help you produce the best FameLab
- Resources to help

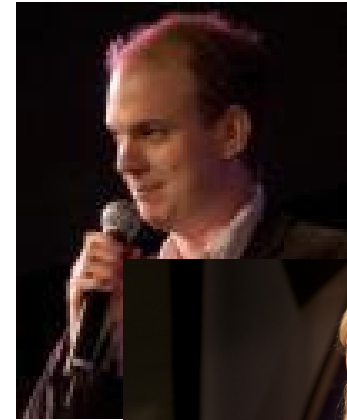
From The British Council

- Running FameLab across the world since 2007
- Strong Local and International networks
- High level of local credibility and on-the-ground experience
- Awareness of cultural differences



Get involved...

- Work with us to **organise a competition** in your country
 - Make sure that science and engineering are promoted at the grass roots level by developing talent
 - Raise the profile of science and engineering communication
 - Develop a talent pool of young communicators
- Using and supporting the **FameLab alumni**
 - Providing opportunities for them to take part in your events and activities
 - Connecting them with your networks



Get involved

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Getting Started...

- A local partner interested in setting up the competition in their country may choose to **work directly with Cheltenham Festivals**.
 - FameLab is managed on behalf of Cheltenham Festivals by **Claire Rocks**
- Alternatively, you may want to work through and along with **your local British Council office**. In this case the British Council FameLab team will help you approach colleagues in your country and supply you and them with all necessary information to make an informed decision.
 - The leadership for FameLab International on behalf of the British Council lies with **Lyubov Kostova** (Head Projects & Partnerships, British Council Bulgaria).
 - **Gradi Gradev** (Public Communications & Marketing Manager, British Council Bulgaria) is the communications manager for FameLab International in countries where the competition is run in partnership with the British Council



Does it work?

“FameLab was nothing short of a life-changing experience. I have travelled with the British Council to promote science communication abroad, chaired debates and judged debating competitions for the Institute of Ideas. I have been welcomed into the community of science communication.”

FameLab finalist - Peter Zeidman – 2007 UK Finalist



“FameLab provides a unique set of circumstances for those with science communication potential to meet, build networks and, ultimately, do things they just wouldn't be able to do on their own in the field of science communication as practising scientists.”

Tom Whyntie - Particle Physics - 2009 UK Winner



“To me FameLab has one message: scientists working together. Science without borders“

Mirko Djordjevic - Biology - 2008 Serbia and International Winner

Does it work?

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Process

Franchise Model

- Training and support
- Maintaining quality
- License Fee (varying scope)

Next Steps

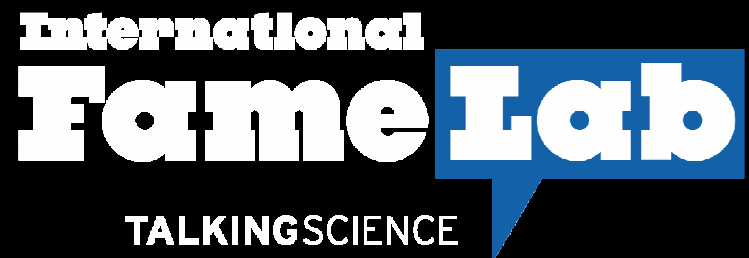
- Do you have access to the target market for the competition?
- Do you have the infrastructure to support the competition?
- Do you have the support of your organisation partners?
- Funding required depends on local factors but is not insignificant

Contact

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