

# Eventful science

## Bringing research alive through events

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URMA 2013

# Evolution of research comms at Imperial over 5 years

- Functional to thematic
- Press officers to in-house reporters
- Research magazine re-launched
- Traditional events join the mix
- Creative partnerships
- Public engagement at existing events
- Imperial Festival and Fringe

## Take home a professor

 <p>These joints are made for walking</p> <p>Professor Anthony Bull Department of Mechanical Engineering</p>	 <p>Just correlations</p> <p>Professor Peter Burney National Heart and Lung Institute</p>	 <p>Structural engineering for extreme loads</p> <p>Professor Ahmed Elghazal Department of Civil and Environmental Engineering</p>	 <p>Oil exploration in the Arctic</p> <p>Professor Abazar Firooz Department of Earth Science and Engineering</p>	 <p>Why did HIV decline in Zimbabwe?</p> <p>Professor Simon Engson Department of Infectious Disease Epidemiology</p>
 <p>A random walk through droplets, powders and flames</p> <p>Professor Yannis Hourdakis Department of Mechanical Engineering</p>	 <p>How I learned to love laminin</p> <p>Professor Erhard Fickelmeier Department of Life Sciences</p>	 <p>Chemical engineering and beyond</p> <p>Professor Sorafin Kalladaia Department of Chemical Engineering and Chemical Technology</p>	 <p>Lies, damned lies and light fantastic</p> <p>Professor Martin McCall Department of Physics</p>	 <p>Better, stronger, faster</p> <p>Professor Alison McGregor Department of Surgery and Cancer</p>
 <p>Bioresources for sustainable food and energy</p> <p>Professor Stephen Smith Department of Civil and Environmental Engineering</p>	 <p>From Tolpuddle Martyr to surgical innovator and trainer</p> <p>Professor Nigel Standfield Department of Surgery and Cancer</p>	 <p>Can we freeze time?</p> <p>Professor John Tach Department of Physics</p>	 <p>Molecules, maternity and mortality</p> <p>Professor Catherine Williamson Department of Surgery and Cancer</p>	 <p>A zigzag journey into the inner workings of cellular nano-machines</p> <p>Professor Xiaobing Zhang Division of Molecular Biosciences</p>
 <p>In pursuit of pulsars</p> <p>Peter Lindsay Memorial Lecture Professor Dame Jocelyn Bell Burnell Visiting Professor, University of Oxford</p>	 <p>An immunologist's view of the world</p> <p>Adriana lecture Professor Maggie Sullivan Principal of The Faculty of Natural Sciences</p>	 <p>From cellular mechanotransduction to biologically inspired engineering</p> <p>Inaugural Bepi lecture Professor Don Ingber Harvard University</p>	 <p>From "big bang" to biosphere</p> <p>Kater Beaud lecture Lord Martin Ross University of Cambridge and Visiting Professor at Imperial</p>	

Curl up and watch the 2010-11 inaugural and special lectures and sign up to alerts for next year's programme at [www.imperial.ac.uk/events/catchup](http://www.imperial.ac.uk/events/catchup)

## Things we learnt about events early on

- Huge public appetite for participatory science-based events
- Enthusiasm of our researchers to take part
- Potential to help Imperial deliver on priorities such as impact and stakeholder engagement
- Opportunity to get to know your audiences directly, in all their glory
- Symbiotic relationship between different communications channels
- Route to engage senior management in new ways



## Aims of Imperial's first Festival

- To **showcase** the work of Imperial and celebrate its achievements
- To further **public engagement** across all departments and levels
- To empower **key stakeholders**, including Council, Court, alumni, local communities and both adult and family public audiences
- To generate a **sense of pride** from staff, students and the broader College community





# Festival graphic identity





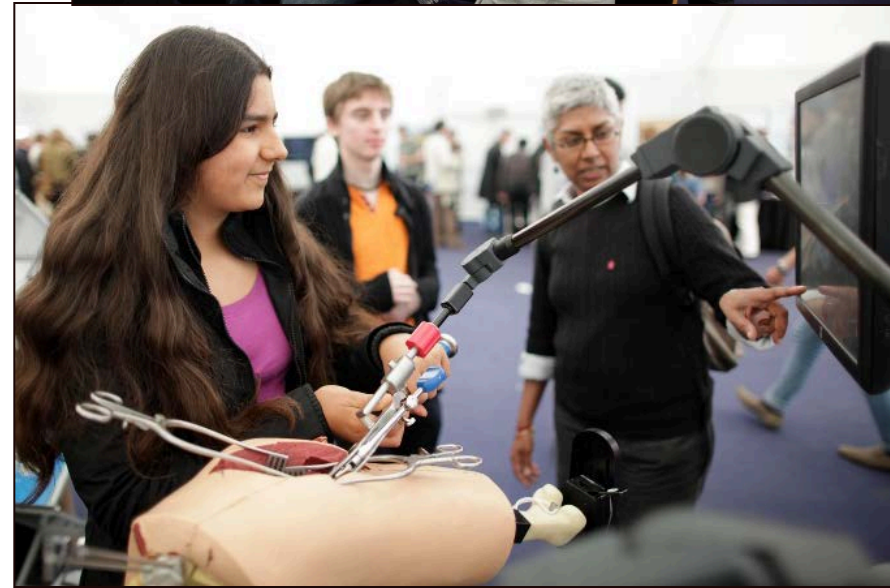
# Imperial Festival 2012 at a glance





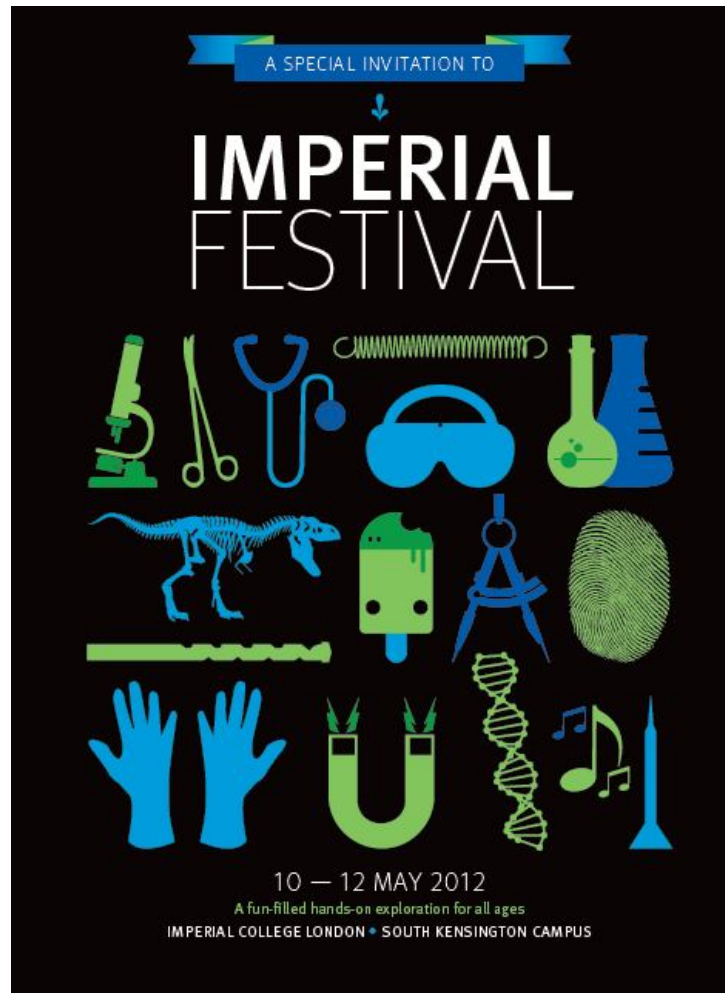
## What researchers thought

- Surprised and inspired by public interest in their research
- Helped some of them think differently about their work
- Sense of pride that their employer supports a Festival
- Great opportunity to socialise with colleagues and families
- Inspiring to show their kids what they do
- Collaboration opportunities, from visitors and colleagues





# Every good Festival has its own Fringe



## Aims of the Imperial Fringe

- To build an audience for adult public events throughout the year
- To create an opportunity to pilot new approaches to public engagement in 'safe' environment
- To try out more informal and creative ways of programming events around a theme or area of controversial research
- To do justice to the only visible exhibition space on Exhibition Road in the heart of London's cultural quarter
- To develop a model that can travel



# New elements of 2013 Imperial Festival



## Initial evaluation

	2012	2013
Estimated visitors	7,000	10,000
of which alumni + guests =	1,000	1,400
Staff & student volunteers	45	75
Researchers / student explainers	280	400+
Interactive exhibits / talks	31 / 3	45 / 8
Views of Festival web pages	14,000	28,000
Media outlets hosting content	3	30

## Top tips

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1. Maintaining status of events with colleagues is constant and essential
  2. Events are a good route for building new relationships as well as strengthening existing ones – be ambitious in the range of audiences you seek to engage
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1. Keep programming alive by mixing internal and external, established and experimental, new and old
  2. Invest in evaluation – third party analysis packs a punch. Explore effect on visitors but also on the home team.



Feel free to get in touch

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