

Front 1



Awareness

Adults-only Science Night

"Adult-only science nights" are evening events in science centres or museums where adults can take part in exhibitions, workshops, discussions and performances and socialise in a lounge atmosphere without children.

Target Group: Adults

Timing: middle

Format: Event, Dialogue, Exhibition, Interactive

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Flyer

A flyer presents a company, a product or an event briefly and concisely and is intended to arouse curiosity. It can be displayed, distributed or sent out. For it to be effective, the content, design and distribution locations should be tailored to the target group.

Target Group: Adults, School students

Timing: beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 2



Awareness

Animated GIFs

GIF (Graphics Interchange Format) is a compressible image file format that enables fast loading times, low storage space requirements and simple divisibility, as well as supporting animations and the conversion of video clips.

Target Group: Adults, School students

Timing: beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Info stand

An info stand is used to cultivate contacts and personal dialogue at trade fairs or events. It is designed to attract attention, promote dialogue and offer information material. Typical elements are counters, roll-ups and brochure stands, often available as ready-made system stands.

Target Group: Adults, School students, Children

Timing: beginning

Format: Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 3



Awareness

Digital Museum

Digital museums make it possible to view artworks and exhibits online in high resolution, offer virtual tours and thematically organised exhibitions, some with audio guides or virtual reality support, making art accessible at any time and from anywhere.

Target Group: Adults, School students, Children

Timing: end

Format: Media, Exhibition

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Instatakeover

In an Instatakeover ("Instagram Takeover"), another person or team takes over the account for a set period of time. The goals are, for example, more reach, new perspectives or the presentation of a project. Other platforms such as Snapchat can also be used for this purpose.

Target Group: Adults, School students

Timing: beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 4



Awareness

FameLab

In the FameLab competition, young scientists present their research topics in three minutes without presentation slides, but only with self-selected aids, whereby a jury evaluates based on content, comprehensibility and charisma.

Target Group: Adults, School students

Timing: end

Format: Competition

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Children's University

School students can attend child-friendly lectures free of charge. The children receive a small study book from the university in advance, which can be filled with stamps. Once it is full, they receive a diploma that qualifies them for follow-up courses and/or further materials.

Target Group: School students, Children

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 5

Front 6

Front 7

Front 8

Back 1



Requirements: Catering, technology, program, inviting experts/musicians, etc., exhibits, advertising, venue

Notes:

Back 2



Requirements: Creation, editing, purchase programs & licenses if necessary

Notes:

Back 3



Requirements: Develop concept, consider compatible formats (photos, (360) videos, audio guides)

Notes:

Back 4



Requirements: Contact British Council, room search, technology, jury, moderation & selection of participants, advertising, prize money if needed

Notes:

Requirements: Design, concept, printing

Notes:

Requirements: Define scope, prepare materials, shift plan, register stand if necessary

Notes:

Requirements: Objective, win over the desired person, guide

Notes:

Requirements: Concept, advertising/inquiries, child-friendly presentation of the topics

Notes:

Back 5

Back 6

Back 7

Back 8



Front 9



Awareness

Long Night of the Museums

Shuttle buses take visitors from one museum to the next. Night owls can put together their own themed tours or spontaneously decide on a route. During the Long Night of Museums, the public is offered a varied programme with live music, guided tours, talks, laboratory experiments and lectures.

Target Group: Adults, School students, Children

Timing: end

Format: Exhibition, Event

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Museum

In the museum, researchers have the opportunity to familiarise the public with their science and its significance for our culture.

Target Group: Adults, School students, Children

Timing: end

Format: Exhibition

Group Size: **Effort:**

Duration: **Cost:**

Front10



Awareness

Long Night of the Sciences

On various routes, visitors can move from research centre to research centre and from idea lab to idea lab, listen to lectures, experiment or take a look behind the scenes at Max Planck and Co.

Target Group: Adults, School students, Children

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Reddit

Posts in the form of videos, links, etc. that can be rated with upvotes and downvotes; if a post receives many upvotes, it is shown to more people and can end up on the homepage.

Target Group: Adults, School students

Timing: beginning

Format: Media, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front11



Awareness

LinkedIn

LinkedIn is a platform for professional exchange where users share posts, events and scientific content. Posts can achieve a wide reach through likes and shares, and scientists are increasingly using the platform for discussions and networking.

Target Group: Adults

Timing: beginning

Format: Media, Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Science Photowalk

A science photowalk is an event where amateur photographers visit a research facility, photograph everything and share the images with a hashtag via apps. The photos are often presented in albums, slideshows or competitions. On Instagram, it's called Instawalk.

Target Group: Adults, School students

Timing: middle

Format: Exhibition

Group Size: **Effort:**

Duration: **Cost:**

Front12



Awareness

Mobile Planetarium

With a mobile planetarium, you can awaken, share and pass on enthusiasm for the stars in every conceivable place - whether it's a classroom, city festival or shopping centre.

Target Group: Adults, School students, Children

Timing: middle

Format: Event, Exhibition

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Science Slam

Cartoons, experiments, live singing: In the scientific short lecture tournament, everything is allowed to win the audience's favor. However, the presentation is limited to 10 minutes.

Target Group: Adults, School students

Timing: end

Format: Presentation, Event, Competition

Group Size: **Effort:**

Duration: **Cost:**

Front13



Front14

Front15

Front16

Back9



Requirements: Concept (routes, participating museums), entertainment (music, food...), experts (possibly lectures), advertising

Notes:

Back10



Requirements: Lectures, guided tours, material (posters, flyers), advertising

Notes:

Back11



Requirements: Set up account, consider topics

Notes:

Back12



Requirements: Buy/build dome, technology, advertising, transportation

Notes:

Requirements: Consultation with museum, concept, materials if necessary, advertising

Notes:

Requirements: Set up account

Notes:

Requirements: Hashtag, participants, guided tours, program points, advertising, catering

Notes:

Requirements: Venue, slammers & moderation, technology, prize money, advertising, evaluation

Notes:

Back13

Back14

Back15

Back16



Front 17



Awareness

TEDx-Event

An existing TED talk video must be shown at such a conference. However, your own speakers can also present their “ideas worth spreading”.

Target Group: Adults, School students, Children

Timing: middle

Format: Event, Dialogue, Presentation

Group Size: **Effort:**

Duration: **Cost:**



Awareness

Webvideo

In a web video, scientific knowledge is conveyed in a visual, appealing and easily understandable way. These videos are usually no longer than 15 minutes. Popular methods include live drawings, screencasts or webcam lectures.

Target Group: Adults, School students, Children

Timing: Beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 21

Front 18



Awareness

TikTok

With almost one billion active users, the platform primarily offers the option of uploading and sharing short videos of up to three minutes. The variety of topics is huge.

Target Group: Adults, School students

Timing: beginning

Format: Media, Interactive

Group Size: **Effort:**

Duration: **Cost:**



Awareness

WhatsApp Newsletter

With the broadcast function, only the creators of the group can send messages to up to 256 people per broadcast; the group participants cannot see each other.

Target Group: Adults, School students

Timing: Beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 22

Front 19



Awareness

Twitter (X)

With the microblogging service X (formerly Twitter), registered users can post their short messages, which can then be seen by everyone.

Target Group: Adults, School students

Timing: beginning

Format: Media, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 20



Awareness

Travelling Exhibition

A travelling exhibition is an exhibition that is not fixed to one location, but is accessible to visitors at several locations for a limited period of time.

Target Group: Adults, School students, Children

Timing: end

Format: Exhibition

Group Size: **Effort:**

Duration: **Cost:**



Requirements: Topic, program, select TED Talk videos, registration with TEDx, venue, technology, presenters, catering, advertising

Notes:



Requirements: Set up account, if necessary, recording equipment and image/graphics programs

Notes:



Requirements: Set up account, possibly X-Premium image licenses, analysis programs

Notes:



Requirements: Design exhibition, create/collect exhibits, etc., description texts/info boards, organize exhibition locations, advertising, organize transport

Notes:



Requirements: Determine topic, script, research, video recording & editing, compile images/animations, advertising

Notes:



Requirements: Install WhatsApp, create broadcast list, advertising

Notes: