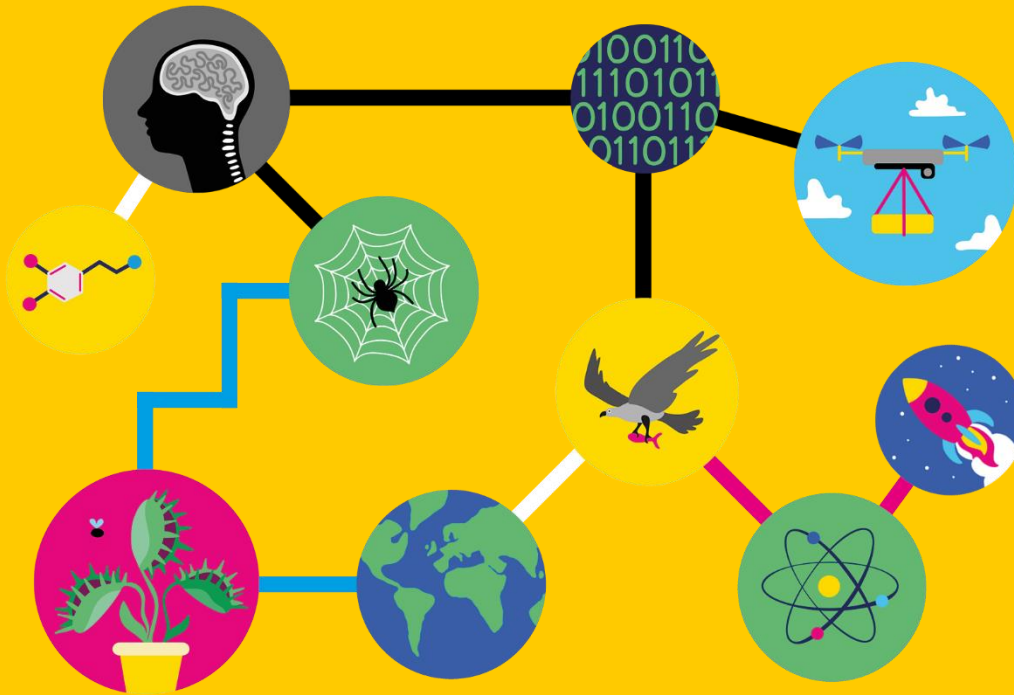


Getting ready for IF Oxford 2024

www.if-oxford.com



Getting ready for IF Oxford 2024



This overview covers:

- Introduction to the Festival
- Audiences and outcomes
- Message development
- Audience management
- Marketing
- Data and privacy
- Evaluation
- Health and safety

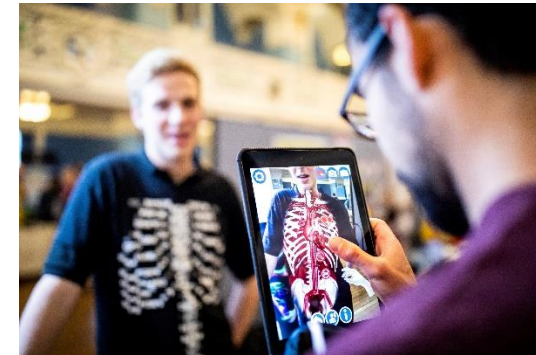
Info specific to zones

- Autism friendly hour
- Resources and materials
- Space and logistics

IF Oxford 2024

A Festival of 100 events & activities:

- 6 Oct – 3 Nov 2024
- Mainly in-person, some digital
- 40+ physical venues
- Interactive family Festival Zones
- Stand-alone events
 - Talks and discussions
 - Walks / tours
 - Workshops
 - Performances
 - Exhibitions
 - and more...



Who

We programme for adults, young people and families

We want to attract people who think “science isn’t for me” and change their perception

We don’t assume specialist scientific or technical knowledge

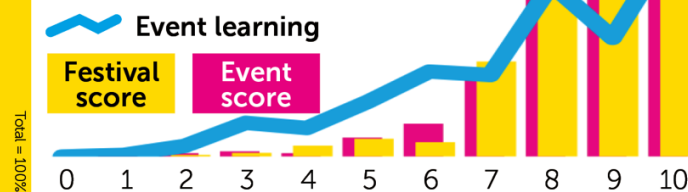
We involve communities in planning content

Our topics are relevant to a diversity of people, delivered in engaging and inclusive formats

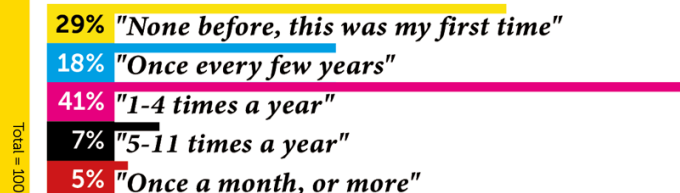
What people said about IF Oxford 2023

Quality: visitors rated the event they attended and also the Festival overall as “good” (95%, 6+ out of 10) or “great” (80%, 8+)

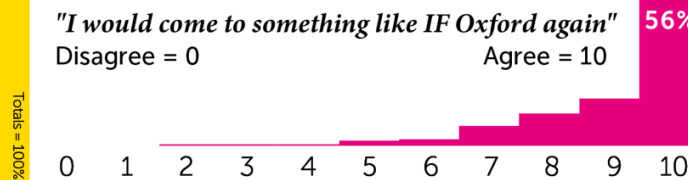
Learning: 90% learned something new to them that also felt relevant



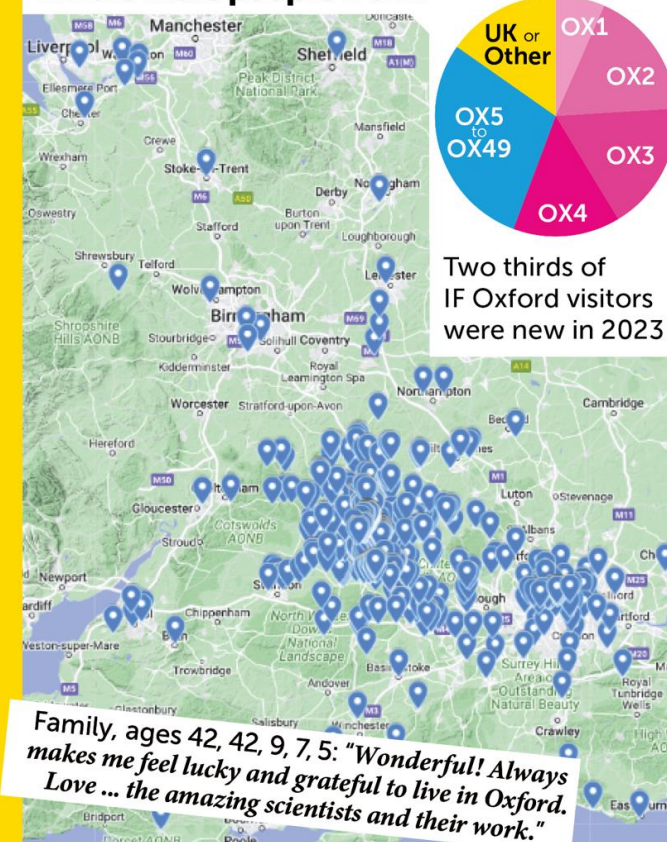
When do visitors attend STEM events?



Come again?



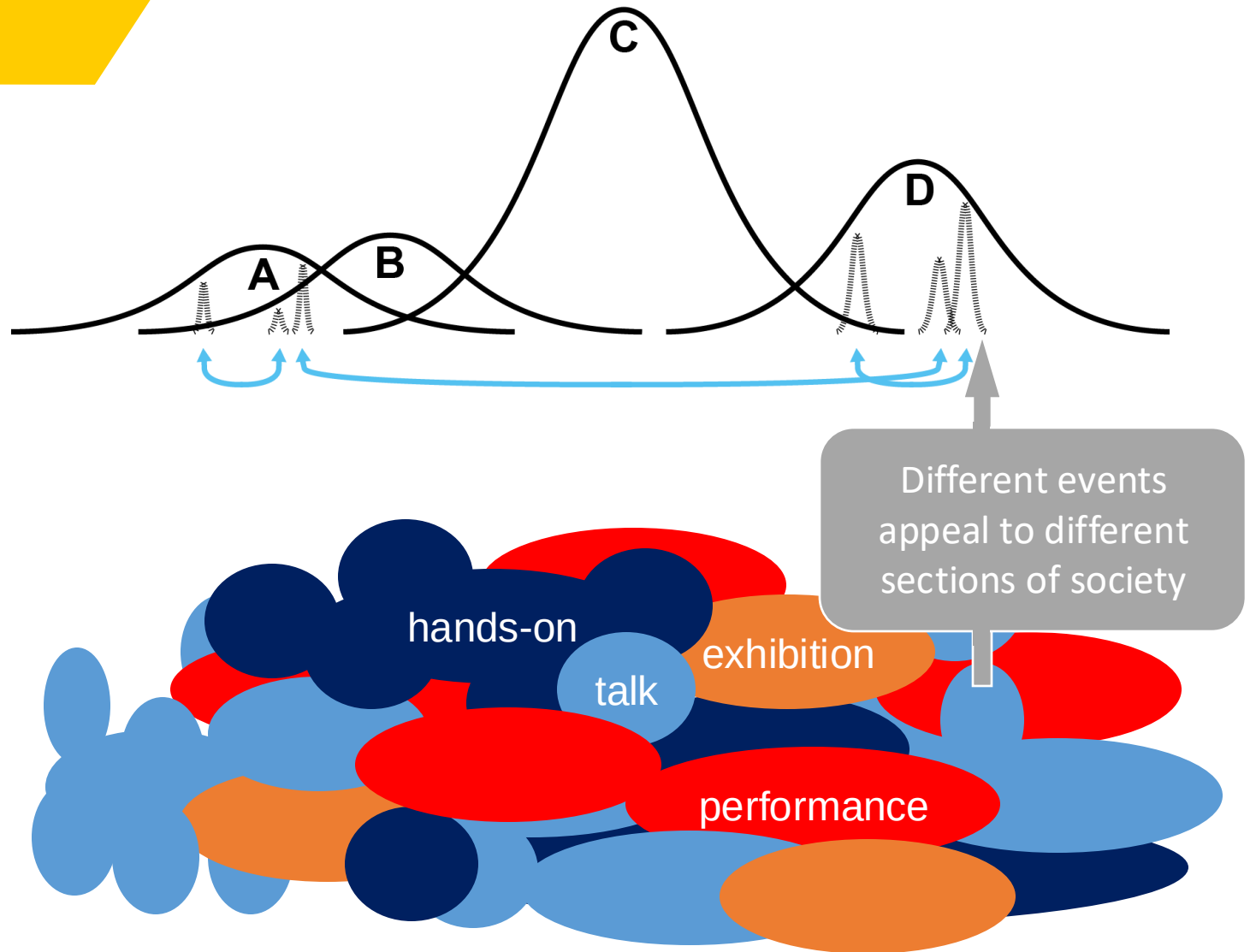
Where were people from?



Reaching 'the general public'

	Relationship with 'science' (UK adult)	2016*
A	Professionals produce or curate knowledge	8%
B	Enthusiastic, actively seeking science	15%
C	Open but no efforts to engage	53%
D	See science is (usually) not for them	24 %

* British Science Association data



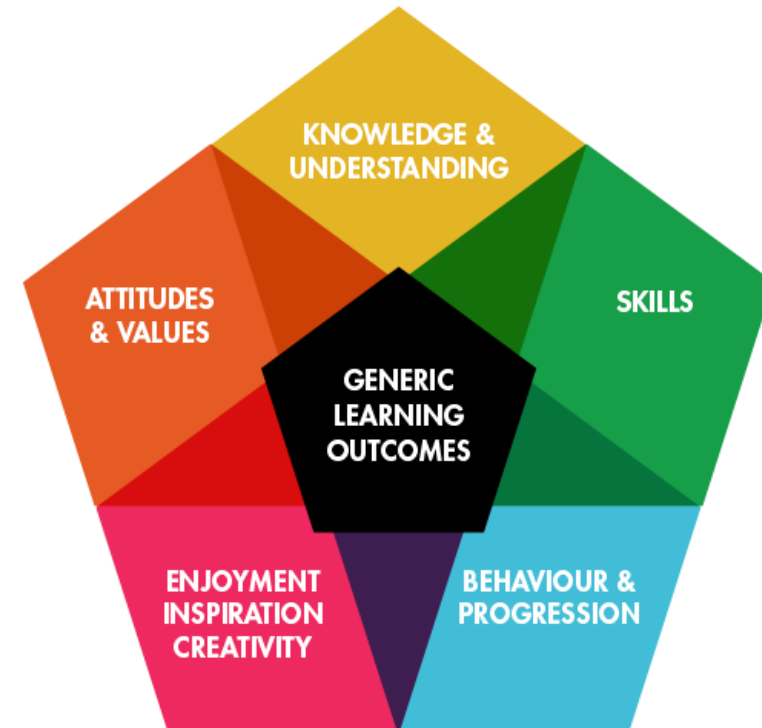
The Festival is a coherent collection of different events

Audience and outcomes

Generic Learning Outcomes

What you want to visitors to go away with:

- immediately (facts)
- and longer term (feelings)?
- knowledge and understanding
- skills
- attitudes and values
- enjoyment, inspiration and creativity
- action, behaviour, progression



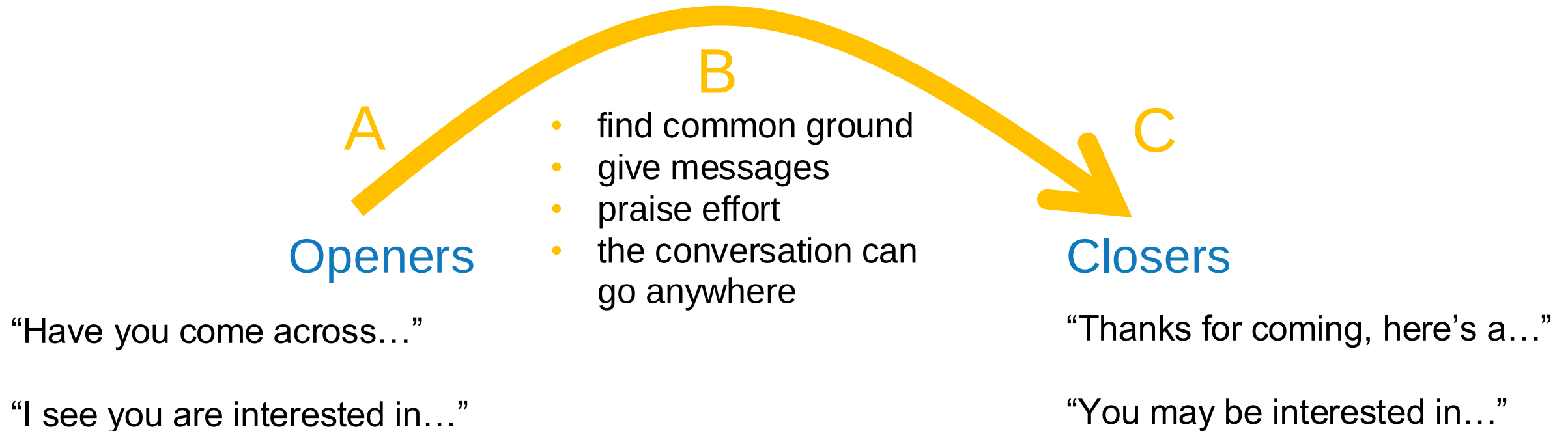
Message development

Give out 2 – 4 key messages

What can everyone learn?

Stand-alone or linked messages within a conversation

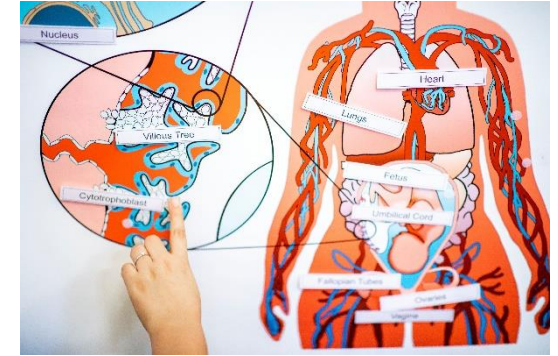
Story arc: Beginning, middle and end



Resources and materials

What are your tools? (VARK)

- Visual – appearance, photography/graphics
 - Audio – talked / listened to, conversation
 - Reading – leaflets and posters (hands-off)
 - Kinaesthetic – interactive, involves movement
 - plus digital – games, online
-
- A demonstration object can help put people at ease
-
- Something to take away



What to talk about?

The Festival is a platform for conversations

You might be an expert in your field

– your audience might not be

- What / how? Experiments and ideas
- When? Is this new, historical or for the future?
- Who? You are the person they want to meet
- Where? In the same community
- Why? Possibly the most important – a great ‘hook’



Make time for questions

- Anticipate answers
- ...but don't second-guess

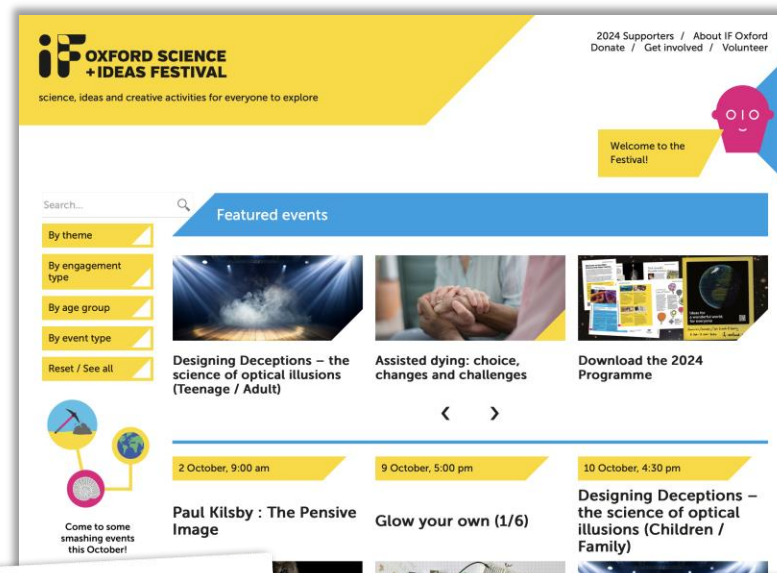


If a problematic situation develops

1. Acknowledge / thank protagonist for their contribution
2. Ask if their question / comment can wrap up so others may speak
3. If persisting, alert a Festival steward (disruptive questioning is not welcome)
4. Ask protagonist to leave and say that security / police will be called

Marketing

- if-oxford.com
- Magazine
 - articles
 - event listings
- Digital
- Broadcast and print
- Please share your event on social media
- #IFOx2024
- www.if-oxford.com/media-pack



Data and media consent



- IF Oxford data management

www.if-oxford.com/about

1. I give permission to the Festival and those authorised by the Festival, to capture, use and edit my multimedia data...
 2. I grant to the Festival the right to authorise others to make my data or recordings available across all platforms...in perpetuity...for the educational and promotional purposes of the Festival
 3. Consent shall be governed in all respects by English law...managed and stored by the Festival in accordance with the General Data Protection Regulation (2018.) Contact the Organiser to instruct deletion of your data.
 4. Additional Parental / Legal Guardian permission and consent is required for a child (a person under the age of 18) or a vulnerable adult...
- Please follow your organisation's procedures

Evaluation

Point of booking (Aug - Oct)

- Audience demographics and marketing

At the event end time (Nov)

- Event feedback, attendee information

Later (Jan - March)

- Key moments, ideas for next time

We share aggregate data through an independent Festival report



www.if-oxford.com



Health and safety

Please provide:

- A risk assessment for your activities (or confirm a 'talk' event)
- Proof of Public Liability Insurance

Before you come to an event:

- If you feel unwell, don't come, but please let us know ASAP
- Consider taking a lateral flow test if you're not sure

On your Zone stand, please consider:

- Using hand sanitiser regularly
- Wearing a mask or transparent face shield* if you wish
- *The Festival can provide face shields (if we are asked)
- Sanitising handling objects between uses
(please provide your own spray / wipes)

Info for Festival Zones



This overview covers:

Info specific to zones

- **Autism friendly hour**
- **Resources and materials**
- **Space and logistics**



Explorazone autism friendly hour

Saturday 12 October, 11am – 12pm
Wesley Memorial Church

Allows people with autism spectrum and other neurodivergent conditions a chance to experience exhibits in a quieter, more predictable space

Note the parts of your stand that might cause sensory overload (noise, lights, texture, smell, taste) and send details to Lisa

The Festival will provide a briefing document co-produced with www.autism.org.uk

Summary

- No need to change your activity
- Explain what's about to happen
- Speak clearly
- Give people time to process
- Give direct instructions
- Don't be ambiguous
- Make questions and statements sound different
- Wait for an answer
- Don't bluff!
- Respect personal space
- Allow people space to leave if they're uncomfortable
- Have a plan to direct people to the next stand / activity

Space and logistics

If you have not yet fill in the online form – Contact Lisa urgently. *You should have provided the below details:*

Zones

- Tables, chairs, poster boards
- Space
- Power
- Festival T-shirts
- ...anything else?

In-person events

- Projector, laptop, microphone
- Volunteer support

NB: Different forms for Zones and Stand-alone events.



Logistics for Zone exhibits, IF Oxford 2024

1. Confirm your activity details

Please use this form to provide all the logistical requirements for your Zone exhibit.

For further questions, please contact:

Lisa, Festival Manager – lisa@if-oxford.com

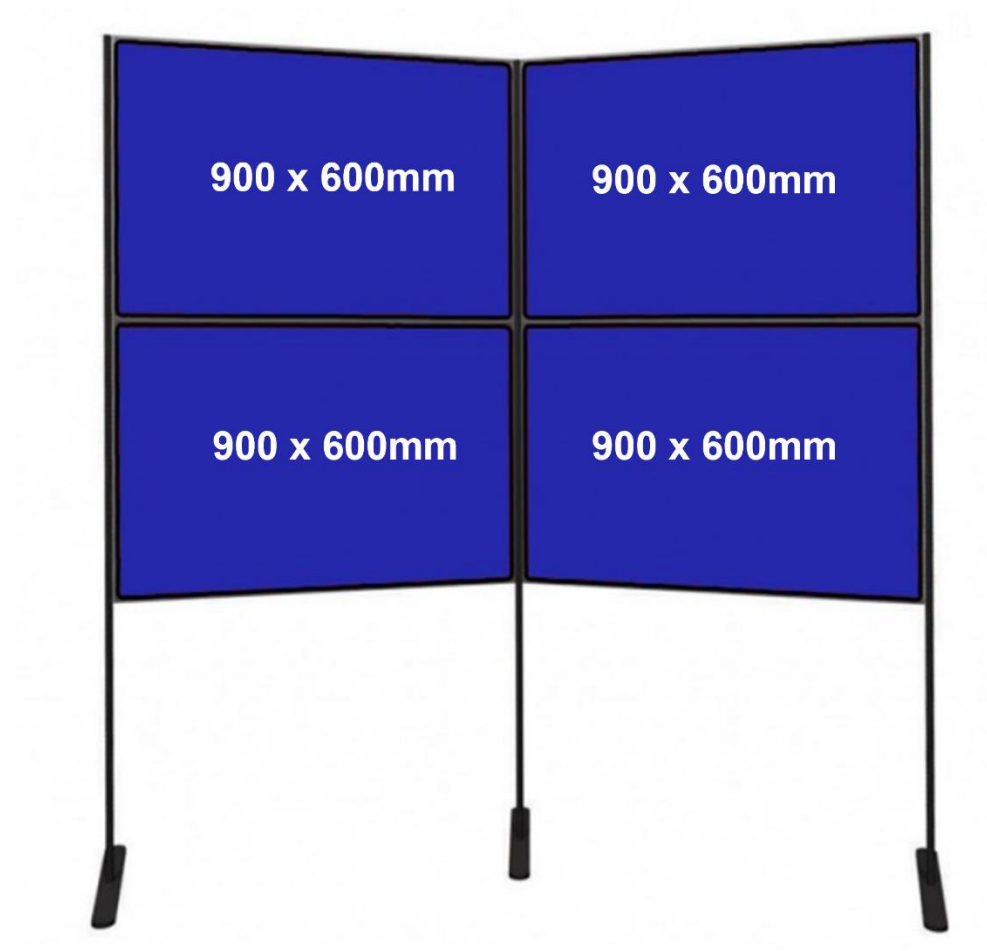
The deadline for providing this information is 5pm Friday 16 August 2024. You can start completing this form now and by clicking Save and Continue Later, at the bottom of each page, generate a private link to share with your collaborators before submitting the form to the Festival team. You can save a copy of the completed form when you press submit (or the Festival team can email it to you if needed.)

1. Your contact details

Please provide details of up to two people who will receive logistical information and instructions about event set-up from the Festival. *

Primary contact	
First name	
Last name	
Position / role	
Organisation	
Department	
Mobile phone number	
Email address	

Poster boards



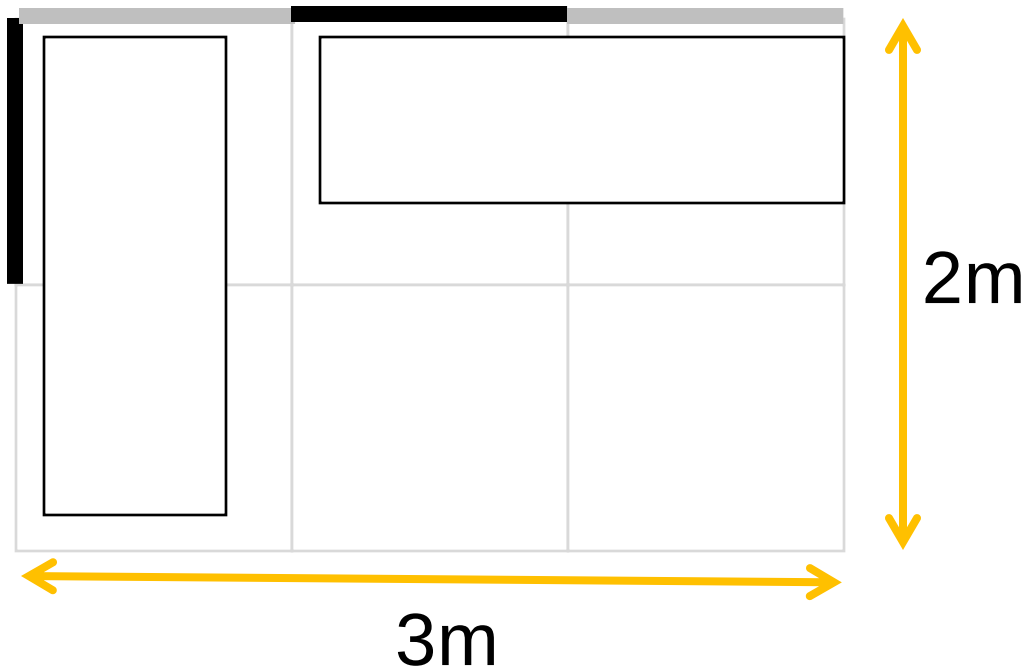
Each of the four A1 panels is modular and can be arranged in landscape or portrait orientation.

Make your stand welcoming

Less 'stuff' = more access

Try to minimise:

- objects
- colours
- words
- images
- messages



- Try to avoid...



Zone arrival / departure

The Festival will provide an information pack to key contacts for each Zone exhibit

This will include venue layout maps and **important details of parking / access restrictions**

Explorazone at Wesley Memorial Church (New Inn Hall Street, OX1 2DH) is within the **Oxford Zero Emission Zone (ZEZ)**

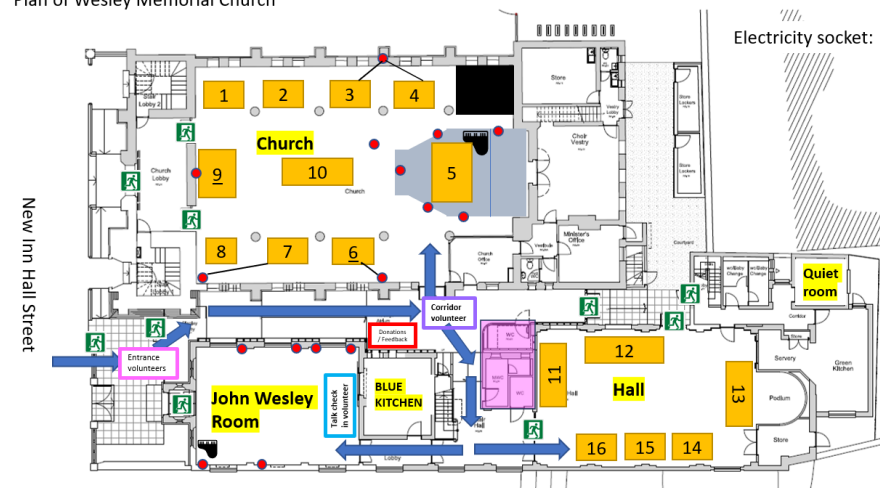
Unless exempt, vehicles entering the ZEZ must pay

<https://www.oxford.gov.uk/zez>

PLEASE SHARE information packs with all team members so no-one gets a fine!

The Festival and your organization may not be held responsible for any fines incurred

Plan of Wesley Memorial Church



Contact us

Lisa Brionne-Gray
Festival Manager
lisa@if-oxford.com

Dane Comerford
Festival Director
dane@if-oxford.com



www.if-oxford.com