



national science week

15 – 23 August 2009

www.scienceweek.gov.au

Gig Guide 2009

Planning Stage

1. **Objectives:** think about what you want to achieve (including the target audience you want to reach).
2. **Choose a topic:** choose the broad subject then decide on specific angles of the issues concerned.
3. **Research the topic:** collate the issues involved into the main themes of the event.
4. **Choose themes:** put together a series of themes which will be the focus of the event (no more than 5). They should all be related in some way.
5. **Write planning document:** put together a planning document outlining for yourself and others what you intend to happen at the event (see example in Appendix 1).
6. **Speakers:** Approach speakers with different opinions about the subject. It is useful (for media or marketing purposes) to get an outline of what each speaker will be saying at the event. Enquire about their audio-visual requirements (Power Point, slides etc.) Brief the speakers – providing a briefing document ensures all speakers have the same information (see example in Appendix 2).
7. **Marketing Your Event:** write the copy for the event (see example in Appendix 3).

For an event kit and branding style guide www.scienceweek.gov.au (under “Event Organisers”).

Getting Media Attention

Step 1: Do you need media attention?

Step 2: If yes, can you use the expertise of your company/institution communications staff?

Step 3: If no, determine the ‘news?’

- Is it local (local event, local speaker, local school and/or local issue)?
- Is your information unique or unusual (new findings, unique program/research)?
- Is the news relevant to others (impacts other people)?
- Who cares – who would want to know about this event or person?

Step 4: If it IS news then:

- Create a media release based on the ‘news’
 - Who, what, where, why – short and concise
 - ‘For more information’ contact details
- Call and send to *relevant* media
 - Community event = Community newspaper/ radio
 - New research findings = State newspaper/ radio



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Efficient Ways to Publicise Your Event

- Email event information to mailing lists and web sites.
- Community listings – speak to your local newspaper or radio station.
- Produce flyers.
- Register your event on the National Science Week website (www.scienceweek.gov.au).
- Have your event listed in the National Science Week Calendar of events Flyer (contact Kelly Dawson scienceweek@scitech.org.au).
- List you event on ScienceNetwork WA (www.sciencewa.net.au).
- Within your own organisation – PR/Communications staff, intranet, newsletters.
- Approach industry publications about providing an event listing or running a story.

Other Things to Keep in Mind

- Issuing tickets helps keep track of expected audience numbers. If tickets are free, expect around two thirds of those who requested tickets to turn up.
- Ensure speakers can be heard. If your event is in a large venue, use a microphone. A roving microphone should be used for taking questions from the audience.
- Timing of events is critical. The best length for an event is between 1.5 and 2 hours.
- The audience often arrive early to ensure they get a seat. The use of music and visuals helps them feel more comfortable and is also a good opportunity to promote other events you may be organising.
- Thank participants after the event. Ask for their feedback after some time for reflection.

Appendices (for illustration purposes only)

Appendix 1 – Planning document (for event organisers)

1. Event Details

Event Title:	Scitech Comedy Debate 2009
Date:	Thursday 6 August 2009
Time: <i>Is this suitable for your target audience?</i>	7:00 – 9:30pm (8:20 – 8:40pm intermission)
Venue: <i>Does it accommodate good/bad weather? Where are the toilets etc? What are the emergency procedures?</i>	Playhouse Theatre 6 Pier Street Perth WA 6000
Cost (to attend the event):	\$20 per ticket
Target Audience: <i>Audience needs knowledge of subject to contribute to topic.</i>	VIPs, WA science community and general public
Scale of the event:	450 people
Objectives and outcomes:	To encourage the WA science community to get involved in National Science Week



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2. Logistics and Budget

Staffing: <i>Including speaker's fees, MC/event host and event administration.</i>	MC/Comedians/Staff \$ _____ Venue \$ _____ Posters \$ _____ BOCS \$ _____ Promotional tickets \$ _____ Advertisement \$ _____
Venue hire cost:	Venue \$ _____ (includes AV, staff and equipment)
Parking:	Playhouse Theatre to organise as per hire agreement
Catering/Alcohol:	
Staging, AV, PA and other equipment:	
Public liability insurance:	Already organised
Detailed Event Structure:	4pm – 5pm Venue setup 5pm – 6pm Lighting and sound check 6.30pm Talent arrive 7pm Centre doors open 7.20pm Theatre doors open, guests seated 7.35pm Debate begins 8.20pm Interval 8.40pm Debate resumes 9.30pm Debate ends 10pm Close and pack up
Contact details for event developer:	Kelly Dawson kelly@scitech.org.au or 9215 0739

3. Themes of the event

Content:	Genetic Scientists should leave our genes alone – I love you just the way you are!
Synopsis of event content:	Two teams, comprising of a Scitech science communicator and two Perth comedians battle it out to win a debate based on science, myth, nonsense and above all, humour.
Themes for discussion:	May use audience for demonstrations. Audience will be welcomed to question during event.

4. Web content (if appropriate)

Before the event (eg. promotion, background information etc):	Use National Science Week and ScienceNetworkWA websites.
During the event (eg. web casting):	No.
After the event (eg. discussion board, web chat):	No.



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5. Contacts

Event organiser	Name: Kelly Dawson	Ph: 9215 0739	E-mail: kelly@scitech.org.au
MC/Host	Name:	Ph:	E-mail:
Communicator 1	Name:	Ph:	E-mail:
Communicator 2	Name:	Ph:	E-mail:
Comedian 1	Name:	Ph:	E-mail:
Comedian 2	Name:	Ph:	E-mail:
Comedian 3	Name:	Ph:	E-mail:
Comedian 4	Name:	Ph:	E-mail:

6. Promotion

Target audience:	VIPs, WA science community and general public
How will you reach them?	Contact sponsors, key organisations, media release, flyer, advertisement in local newspapers and websites
What publications should pre-publicity appear in?	National Science Week calendar of events flyer, National Science Week website, ScienceNetwork WA website and local newspapers.
Are speakers media trained?	Need to check with speakers and provide briefing document

Appendix 2 – Briefing document (for speakers and participants)

Event title:	Scitech Comedy Debate 2009																		
Date:	Thursday 6 August 2009																		
Time:	7:00 – 9:30pm (8:20 – 8:40pm intermission)																		
Location:	Playhouse Theatre, 6 Pier St, Perth WA 6000																		
Outline of event content:	The 2009 Comedy Debate will see Scitech science communicators and Perth comedians battle it out to win a debate based on science, myth, nonsense and above all, humour. This year's topic is "Genetic Scientists should leave our genes alone – I love you just the way you are!"																		
Target Audience:	VIPs, WA science community and general public																		
Event Structure – (from Planning Document):	<table border="0"> <tr> <td>5pm – 6pm</td> <td>Venue setup and lighting and sound check</td> </tr> <tr> <td>6.30pm</td> <td>Talent arrive</td> </tr> <tr> <td>7pm</td> <td>Centre doors open</td> </tr> <tr> <td>7.20pm</td> <td>Theatre doors open, guests seated</td> </tr> <tr> <td>7.35pm</td> <td>Debate begins</td> </tr> <tr> <td>8.20pm</td> <td>Interval</td> </tr> <tr> <td>8.40pm</td> <td>Debate resumes</td> </tr> <tr> <td>9.30pm</td> <td>Debate ends</td> </tr> <tr> <td>10pm</td> <td>Close and pack up</td> </tr> </table>	5pm – 6pm	Venue setup and lighting and sound check	6.30pm	Talent arrive	7pm	Centre doors open	7.20pm	Theatre doors open, guests seated	7.35pm	Debate begins	8.20pm	Interval	8.40pm	Debate resumes	9.30pm	Debate ends	10pm	Close and pack up
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A list of speakers / chair names and roles:	MC: _____
	Communicator 1: _____ (team for)
	Communicator 2: _____ (team against)
	Comedian 1: _____ (team for)
	Comedian 2: _____ (team for)
	Comedian 3: _____ (team against)
	Comedian 4: _____ (team against)

Appendix 3 – Copy (for media and attendees)

Event Title:	Scitech Comedy Debate 2009
Date:	Thursday 6 August 2009
Time:	7:00 – 9:30pm (8:20 – 8:40pm intermission)
Venue:	Playhouse Theatre, 6 Pier St, Perth WA 6000
Cost:	\$20 per person
Event Outline (1 - 2 sentences) event must provide what it says it will. Event themes and style must be clear in the marketing i.e. is it a debate, a Q&A session, an informal discussion or a performance. The appropriate marketing strategy will depend on the target audience and style of event:	Scitech science communicators and Perth comedians battle it out to win a debate based on science, myth, nonsense and above all, humour. This year's topic is "Genetic Scientists should leave our genes alone – I love you just the way you are!"
Contact details:	Kelly Dawson – scienceweek@scitech.org.au



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Event Checklist

As soon as possible and up to Five weeks before the event

- Produce planning document
- Start thinking about which evaluation processes you will use
- Contact facilitator and other invited participants
- Find a venue to suit the event
- Write web site content
- Prepare background information and briefing for audience
- Marketing – book space in newsletters/magazines/local paper etc

Four weeks before event

- Start writing press release and putting together a list of potential people to send it to
- Launch web content
- Write advertising copy and start thinking about appropriate marketing opportunities
- Print any marketing material

Three weeks before event

- Confirm invited participants, their AV and parking requirements
- Brief facilitator
- Distribute marketing material

Two weeks before event

- Ensure all staff are briefed (use briefing document if appropriate)
- Issue tickets

One week before event

- Check venue
- Contact participants to re-check arrangements and attendance
- Let participants know who to contact on arrival (contact person's mobile number).
- Send out press release

On the day

- Arrive at least two hours before the event
- Check with venue staff (especially those on entrance desks) that they know there is an event, what it's called, what it's about, where it is, what time and who is attending (as applicable)
- Leave mobile number for main contact person in case of problems
- If required, arrange seating (a full set up from scratch will take at least an hour)
- Take mailing list forms, audience list, evaluation material, any props that you might need, AV equipment, pens, glasses and water to the venue.



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