



Frequently Asked Question:

I have a STEM event that takes place between April 20 and April 29, 2012—can I list this as a Philadelphia Science Festival event?

We love that you want all of your events to be part of the Festival! As you know, nearly all of the organizations working on the Festival offer informal science programs throughout the year. The Festival is an opportunity to work collaboratively to elevate and showcase all our collective programming.

We strive to ensure that Festival participants receive consistent collaborative messaging at the many different programs taking place across the 10 days and thus don't list all of the events taking place in every institution over the course of the program period—we could (and are planning to) do this any week of the year and have an impressive listing of activities across the region.

Philadelphia Science Festival events must include the following characteristics:

- More than one institution featured through the event—a mix of speakers and a collaborative approach to production.
- A hand-on or interactive component (this can include a tour, demo, meet and greet, etc.)—all PSF events will offer participants the opportunity to experience science in an immersive and interactive fashion.

Additionally, as all collaborators have spent months working on their PSF specific events, it is imperative to ensure that the brand of each of the events is (within reason) consistent. **Every PSF event will feature, where possible, the following:**

- Inclusion of PSF in event descriptions
- PSF Banner
- PSF Materials available
- PSF Video (program set-up permitting)
- Inclusion of PSF in introduction of the event: "ORGANIZATION is a proud partner in The Philadelphia Sciences Festival..."
- *What's Next* resources: A document or signage that provides information about similar events that take place either after the specific program or on a regular basis.

PROGRAM CATEGORIES

If your event has the characteristics described above and you are willing to incorporate PSF messaging, please review the following programming types and consider under which category your program listing fits best.

SCIENCE CAFES AND FOOD PROGRAMS

These events will continue to take place in various bars, restaurants, coffee shops, and parks all over town during the Philadelphia Science Festival. In many ways, these events strive to engage a “nontraditional” audience in discussions about science. Building on the success of the many food-based programs and cafes that took place in 2011, programs analyzing the science of food, cheese, beer, wine, etc. will again be explored. These programs are generally laid back to encourage dialogue between the presenting scientist and the audience. As programs of this kind have wide appeal and occur in a small venue, they often have a built in audience, and therefore generally require less marketing and planning than signature programs.

Guidelines: The following guidelines must be followed for inclusion in the Festival schedule.

- Occurs at an accessible location
- Involves at least one other collaborating partner
- Has a moderator (PSF can provide this)
- Limits individual speakers to thirty minutes or less
- Venue must have AV capabilities and be open to setting aside space to accommodate the event

Registering the event:

- Café Ideas must be submitted by January 31, 2012
- All speakers and details must be locked by February 29, 2012
- Complete [this form](#) as soon as possible.

NEIGHBORHOOD SCIENCE

Philadelphia is a city of neighborhoods and our identity as a city is strongly tied to the communities where we live. It is therefore likely that PSF would be overlooking a large portion of the city’s population if programs were concentrated in Center City and on university campuses. The Festival’s science outreach programs will continue to take place in nearly every neighborhood in Philadelphia so that every city resident has the opportunity in his or her community to engage directly in a PSF event or activity. These events may take place in local libraries, schools, community centers, churches, and other such neighborhood hubs and are always free and open to the public. Meant to create an ongoing dialogue between the scientific community and the public, the

atmosphere for these events is generally laid back, but offers a structure that is created with the community it strives to engage in mind.

Programs that are part of the Neighborhood Science module require collaboration only between venue and presenting organization.

Guidelines: While there are few guidelines to neighborhood programs, based on evaluation data from 2011 it is required that some part of the program include a hands-on activity. Additionally, all events **MUST** include the opportunity for participating students to interact directly with a science professional. The goal of these programs is to show the public that science is truly for everyone and one of the best ways to accomplish this is to have an element that allows participants to roll up their sleeves and get involved. It also provides an opportunity for interaction with scientist professionals.

- Occurs at an accessible location
- Includes a hands-on component
- Provides ample opportunity for the audience to interact directly with a STEM professional

Venues and program providers **MUST** have at least one direct point of contact that is invested in the event—at least two conversations between them are required before an event can be added to the calendar.

Registering the event:

- Neighborhood Programs must be submitted by February 15, 2012
- All details must be locked by February 29, 2012
- Complete [this form](#) as soon as possible.

DISCOVERY DAYS

This year, partners in various areas of the region have teamed up to create “Discovery Days” that will take place in neighborhoods around the city and will either be united by location or topic. It is an opportunity for a community to create a grassroots event for the community by the community.

Examples:

Clark Park Science Discovery Day

Sunday, April 29, Clark Park

Discover science in your own back yard! Meet local scientists and science students as they uncover the wonders around Clark Park from the physics of basketball to the creepy crawly creatures in the dirt. Science comes to life in West Philadelphia with more than 20 interactive, hands on activities throughout the park from the neighborhood’s universities, research centers, and others .

Nano-science Discovery Day

Sunday, April 29, (Location TBD)

Nan-science Discovery Day is a partnership between university researchers from Penn (and hopefully Temple and/or Drexel) together with educators from The Franklin Institute, creating unique learning experiences. The program engages people of all ages in a miniscule world where materials have special properties and new technologies have spectacular promise. Simple, hands-on activities demonstrate different, unexpected properties of materials at the nano-scale -- sand that won't get wet even under water, water that won't spill from a tea cup, and colors that depend upon particle size. We expect to have an ongoing set of hands-on activities, possibly with a featured puppet show at scheduled times.

Guidelines: The following guidelines must be followed for inclusion as a Discovery Day in the Festival schedule.

- Occurs at an accessible location
- Involves at least one other collaborating partner
- Offers multiple hands-on activities, many of which provided by students/student groups
- Event must be free and open to the public

Registering the event:

- Neighborhood Programs must be submitted by February 15, 2012
- All details must be locked by February 29, 2012
- Complete [this form](#) as soon as possible.