

# **Festival 101: Who Does What When**

**Organizational models and organizational  
timelines**

# The BIG Picture

**What time of year?**

**How long will it run?**

**How many events will you have?**

**What strategic partnerships need to be formed?**

**What are your venue needs?**





**WHO?**

**A TALE OF TWO CITIES...**

# Timeline

**12 months:** select site, determine event plan, create budget, begin sponsor solicitations

**9 months:** advertise host an event, plan specialty events, create website

**6 months:** develop partner relationships

**3 months:** confirm exhibitors and event details

**1 month:** production mode



# **Festival 101: The Main Events**

**Events produced by the festival: setting goals, choosing a time and place, and basic logistical considerations**

# Cambridge Science Festival

## Headline Events:

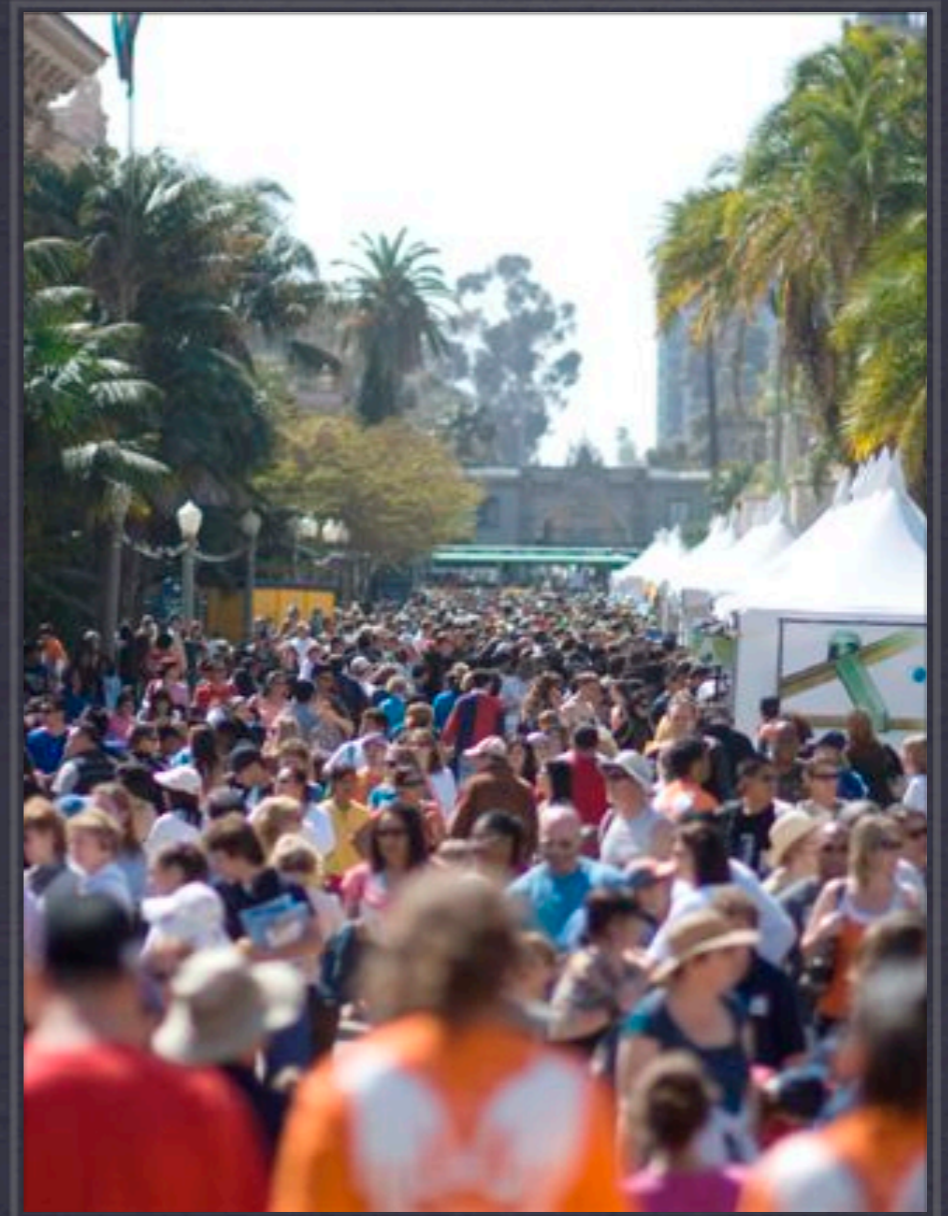
- Carnival
- Sleepover at the Museum of Science
- Media Event
- Tech Talk
- Big Ideas for Busy people
- Science of Gardening
- Educate to Innovate Gala
- Curiosity Awards
- Brainia



# San Diego Science Festival

## Signature Events:

- Science Expo
- Family Day at Balboa Park Museums
- Science of Illusion
- Science of Science Fiction
- Star Party
- Science Scavenger Hunt



# **Festival 101: Producing a Hundred Parties**

**Working with exhibitors: encouraging and  
accepting proposals, and ensuring quality**





# THE "OTHER" FESTIVAL EVENTS

# Call For Entries: How To

- Getting the word out
- Initial entry form
- Participation Agreements/ MOUs
- Follow-up



# **Festival 101: Paying for it**

**All**

**Budgets and sponsorship strategies for individual festivals**

# Diversified Funding - beyond sponsors, donors & grants

selling merchandise  
fundraiser events  
cost recovery for exhibitors  
vendor sales  
parking sales  
specialty activity sales



# **Festival 101: Festival Friends**

**Working with departments within institutions, civic and government relations, regional and national partners**

# Recognizing the Community

scientific community

academic community/ museum

youth community

corporate community

donor community

city community





**THE IMPORTANCE OF NETWORKING**

# **Festival 101: Promotions**

**Festival communications, marketing and  
online engagement**



# Promotion Tools

Festival Website

E-newsletters

Social Media

Public Relations

Advertising

Strategic Partnerships





APPLY NOW TO  
**HOST AN EVENT**  
JOIN THE FUN! MARCH 20-27, 2010



# PRINT MATERIALS

HOST AN EVENT POSTCARDS, FLIERS, POSTERS



# San Diego Science Festival

Become a Fan

Wall

Info

Photos

Discussions



What's on your mind?

Attach:



Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

The second annual San Diego Science Festival 2010 will be even better than year 1!!! Get ready to Get Science!



**San Diego Science Festival** Teachers, scientists, students in San Diego: check out our Nifty One Fifty Speaker Series! Are you a local scientist? Join as a speaker and visit local classrooms to share your experience. Teachers are signing up now for classroom visits in February- April 2010!



[www.sdsciencefestival.com](http://www.sdsciencefestival.com)

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# SOCIAL MEDIA

FACEBOOK, TWITTER, LINKED IN

# **Festival 101: Knowing it worked**

**Methods for evaluating individual festivals**

# **Festival 101: The other 51 weeks**

**The science festival's role in year-round  
science education**



# K-12 EDUCATION PROGRAMS

## NIFTY 50, SCIENTIST IN RESIDENCE, CONTESTS