



## How to publicise your event

British Science Week is a great opportunity for you to showcase your event to the media, and see the fantastic ways in which people are getting involved with science. If you've received a grant, it's a great opportunity for the public to see how the grant is being used.

This publicity guide features a number of ways that you can use media to get people to attend your event, and spread the word in the local press using social media, print, media and more.

Don't be scared! This won't take up much time and with our handy tips you'll have mastered it in no time...

### Face to face

Tell your people about your event, what you are doing and how they can get involved. Ask them to spread the word. Contact local organisations and businesses who can help promote your project through their networks.

### Leaflets and posters

Produce leaflets, posters or newsletters about your project – make sure you include the British Science Week logo, and use them properly. Follow the guidelines on our website.

Display them as widely as possible in your area. Libraries, health centres and recreation centres are good places to choose so lots of people can see them.

### Get social

Share your event on Twitter and Facebook!

Make sure you contain the hashtag **#BSW17** on Twitter, and tag the ['British Science Week'](#) Facebook page, then we can share your event and help you publicise it!

There's no need to set up a Twitter account just for one event, but if the event location has a Twitter account, ask if they will promote your event with a few tweets or Facebook posts.

Follow...	Like...
<a href="#">@BritSciAssoc</a>	<a href="#">British Science Association</a>
<a href="#">@ScienceWeekUK</a>	<a href="#">British Science Week</a>



## Tell the media

Tell your local newspaper, community news channel or radio station about your British Science Week event. A press release accompanied by a photo is a good way to introduce your work.

Invite them to your event or arrange a photo call with some of the people involved in your project. Ask if your event can be listed on their 'What's On' page of the newspaper/magazine.

### Remember: Get consent for photos

You need to get consent from people you would like to photograph or film, especially if you plan to use the images for publicity purposes – both in print and online, this includes your social media activity. As much as you can you should let people know where you are likely to use their image.

## Writing a press release

This page is a guide to creating a press release – the different sections and types of key messages and information you might want to include.

On the following page is an example press release.

### Press release: for immediate release

If you have an eye-catching photo or graphic you could include a low res version in here

**Title: About the press release subject – in one sentence**

**Optional subtitle: A subtitle explains the title or provides additional information**

#### Paragraph 1: Introduction

The opening sentences should present the most important information, including **who, what, where, when and why**. Local media outlets may use only the first paragraph of a press release, so this paragraph should be strong enough to stand alone as a story and entice people to find out more.

#### Paragraph 2: Details and the 'so what?' factor

Follow with supporting background information and details – why should the media be interested in your event, what makes it notable? Things to include:

- more information about your event(s) – think about highlights to draw out
- a relevant quote - e.g., from a participant, event organiser or head teacher (optional)



### Paragraph 3: Reinforce your message

Encourage readers to go to the British Science Week website for more information about the event & give details about ticket pricing. Provide contact details if relevant.

**Top tip:** The main body of your press release should be about one page long. Don't forget to check for spelling & grammar mistakes before sending!

**Notes to Editors:** A separate section to provide additional information; not typically printed as part of the story but gives background, facts and supporting details.

Include:

- relevant information about your organisation / school
- For further enquiries or to request photos, please contact....(enter relevant details)
- website address & social media links
- information about British Science Week – **please use the British Science Week description at the end of this document.**

## Example release

### FOR IMMEDIATE RELEASE

#### DISCOVER DARWIN AT MIDDLETOWN MUSEUM

##### *Middletown celebrates British Science Week with a free, family friendly programme of events*

From the rocks beneath our feet to the stars in the skies, there is plenty to discover with the Middletown Museum during British Science Week. On 15 and 16 March 2017, the museum has an exciting programme of free events that celebrate one of Britain's most famous scientists, Charles Darwin. From 10 am to 4pm each day, visitors can enjoy family friendly talks and fun hands-on activities, as well as a rare opportunity to see some of the rocks Darwin collected on the voyage of the HMS Beagle (1831 – 1836). The full programme is available online: [www.websiteaddress.com](http://www.websiteaddress.com)

The museum's special programme of events is part of British Science Week 2015 (13 - 22 March) – a nationwide celebration of the best of British science, technology, engineering and maths.



On Saturday 14 March, local expert geologist Phil Jones will be on hand at the museum with a collection of fossils and rocks for everyone to see. Visitors are also invited to bring along their own weird and wonderful fossil and rock specimens to have them identified, and have a go at making a replica fossil to take home.

*"Darwin had a schoolboy passion for collecting and identifying rocks and fossils," commented James Smith, Principal Education Officer for the (Middletown) Museum. "These events have been organised to provide adults and children with the chance to discover the wonders of geology."*

After our own planet's rocks, we set our sights on the stars. Astronomer Paul Stone will give an illustrated talk on Sunday 15 March about the night sky in springtime.

All events are family friendly and free to attend with no advanced booking required. Visit [www.websiteaddress.com](http://www.websiteaddress.com) for more information, or contact the museum team on [museum@museum.com](mailto:museum@museum.com).

## ENDS

For more information, or to request photos, please contact: <insert contact details>

### **Notes to editor**

<insert information about your school / organisation>

Website & social media:

### **About British Science Week**

British Science Week (BSW) is a ten-day programme of science, technology, engineering and maths events and activities across the UK for people of all ages. Anyone can organise an event or activity, and the British Science Association helps organisers plan by providing free activity and support resources. We welcome and support any type of organiser, from schools to community groups, from parents to large organisations. The resulting programme of events is a hugely varied and eclectic mix.

This year, British Science Week (BSW) runs from 10-19 March and is a ten-day programme of science, technology, engineering and maths events and activities across the UK for people of all ages. The public can find out more by visiting [www.britishscienceweek.org](http://www.britishscienceweek.org)

### **About the British Science Association**

The British Science Association (BSA) believes that science should be part of – rather than set apart from – society and culture, and is owned by the wider community. Our programmes encourage people of all ages and backgrounds to engage with science, become ambassadors for science, and ultimately to be empowered to challenge and influence British science - whether they work in science or not.

Established in 1831, the BSA is a registered charity that organises major initiatives across the UK, including British Science Week, the annual British Science Festival,



regional and local events, the CREST Awards and other programmes for young people in schools and colleges. The BSA also organises specific activities for professional science communicators, including a specialist conference and training. [www.britishtscienceassociation.org](http://www.britishtscienceassociation.org)