BEHIND THE SCENES OF BRITISH SCIENCE

www.britishscienceassociation.org
Behind the Scenes of British Science

During British Science Week, 11–20 March 2016, Behind the Scenes of British Science will throw open the doors of Britain’s most fascinating science, technology and engineering locations, operation sites and laboratories… as well as revealing science at the heart of the places you’d least expect to find it.

This ‘open house’ style opportunity gives members of the public and/or school and university groups the chance to experience the cutting-edge science happening right on their doorstep.

Following a successful pilot in 2015 – with Thames Tideway Tunnel, Network Rail, Intertek, EDF Energy and the V&A museum – we are looking to recruit STEM (science, technology, engineering and maths) and non-STEM companies and organisations across the UK to participate in 2016.
Why get involved

**Behind the Scenes of British Science is an opportunity:**

• to be involved in the largest annual celebration of science across the UK (British Science Week is a national event, featuring around 5,000 events with tens of thousands of participants in community places, public spaces, cultural venues, scientific institutions, and school settings)

• for community engagement and staff volunteering

• to reach new audiences in different ways

• highlight the fascinating science behind your work

• support the charitable aims of the British Science Association

• to link with a powerful and respected brand giving PR value by association.

**We will provide:**

• Digital presence via the British Science Week and British Science Association websites;

• You will be part of the Behind the Scenes of British Science social media campaigns (#BehindtheScenes); and

• You will be part of the targeted e-marketing campaign.

**Cost**

Corporates: £5,000 + VAT
Charities and non-profit organisations: £3,000
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>By October 2015</td>
<td>Confirm Behind the Scenes partners for 2016</td>
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<tr>
<td>April 2015 – October 2015</td>
<td>Highlight partners on British Science Association and British Science Week websites and through social media channels</td>
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<tr>
<td>October 2015</td>
<td>Confirm look and feel for the Week</td>
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<tr>
<td>November 2015</td>
<td>Social media campaign begins</td>
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<td>November 2015</td>
<td>Brief PR agency and sell-in features to national media</td>
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<td>January 2016</td>
<td>Begin work on targeted e-marketing</td>
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<td>January 2016 – March 2016</td>
<td>Printed Behind the Scenes collateral ready to be distributed</td>
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<tr>
<td>January 2016 – March 2016</td>
<td>Work with partners on PR and social media campaigns</td>
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<tr>
<td>11–20 March 2016</td>
<td>British Science Week 2016 takes place</td>
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<tr>
<td>April 2016 – May 2016</td>
<td>Work with partners on evaluation</td>
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“Britain is today a world leader in science and technology, however maintaining that leadership means that science and engineering-based companies like Intertek need a new generation of scientists, trained to research, develop and innovate. I am delighted to visit Intertek Sunbury today with these Twickenham and Hampton Academy students, and hope this visit, and all the other opportunities happening during British Science Week, will inspire and encourage students to work hard to be part of the UK’s scientific future.”

Dr Vince Cable speaking at a Behind the Scenes of British Science event in 2015
British Science Week (BSW) is the largest grassroots celebration of science, technology, engineering and maths in the UK, with activities taking place in schools, community groups and cultural institutions. In 2015, over 5,000 events took place across the country including special observations of the solar eclipse, debates on science policy issues, fairs and fetes in local communities, and much more. www.britishscienceweek.org/behindthescenes

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