



**NZ** NEW ZEALAND  
**ISF** INTERNATIONAL  
**SCIENCE FESTIVAL**

30 JUNE - 9 JULY 2023

**CALL FOR  
IDEAS 2023**

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# **NZ** NEW ZEALAND **ISF** INTERNATIONAL **SCIENCE FESTIVAL**

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## **HAERE MAI, BULA, WELCOME!**

Thank you for taking an interest in the 2023 New Zealand International Science Festival. We look forward to working with you to create an engaging and dynamic science festival. This user-friendly guide will help you submit your event ideas in just three easy steps. This guide also outlines festival benefits and expectations.

**The first submission deadline for the 2023 festival is 5pm on 28 February 2023. Please take a few moments to read through this guide if you are interested in taking part.**

## **WE ARE SCIENCE OUTREACH...**

The New Zealand International Science Festival is the largest science celebration in New Zealand and has been growing from strength to strength as science becomes ever more important in our daily lives. Established in 1997, we are a not-for-profit organisation with the mission to celebrate, promote and raise awareness of science, technology and the environment. We encourage people from all backgrounds and ages to explore, engage with and gain knowledge about the world around them through science. Our aim is to cultivate a wider awareness of science; inspiring festival attendees with its wonder and engaging them with its implications for the future. We celebrate excellence in scientific research and cutting-edge breakthroughs, and the people who strive to achieve a positive difference for a sustainable world.

Every second year during the first week of the July school holidays, the New Zealand International Science Festival develops an elaborate programme that includes hundreds of events: talks and debates, workshops and shows, demonstrations and interactive activities across the entire city of Ōtepoti Dunedin. In 2021, the festival attracted over 34,000 participants to 105 unique events across 34 venues. While the festival creates several of its own key events, we also work with event organisers that see an opportunity to collaborate and deliver events that complement the festival programme. This guide will tell you everything you need to know about how to host an event with the New Zealand International Science Festival in 2023.

## **A CITY TAKEOVER!**

Ōtepoti Dunedin is delivered hundreds of science events across the city each festival. Many organisations come together during the festival period to present and share in the wonders of science. We are always open to hearing about unique events, workshops or activities that would complement our programme.

## FESTIVAL TIMELINE



### READY TO APPLY?

Click the link below to create an account, then find New Zealand International Science Festival 2023 under NEW ZEALAND.

<https://eventotron.com/allseasons.php?>

Eventotron is our participant management and ticketing portal, and will be used throughout the festival planning process.  
Any issues? E-mail [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz)

## HOST AN EVENT IN THREE SIMPLE STEPS



### STEP 1.

#### CALL FOR IDEAS - Deadline 28 February 2023

This step entails submitting a simple draft event plan to get your event idea across to the panel for approval. The panel will assess applications and get back to you shortly after. If accepted, you will have a further five weeks to define your event details. During this time there will be a free workshop for event organisers who might require assistance in event development, which includes some festival insider tips.



### STEP 2.

#### COLLECTION OF EVENT INFORMATION - Deadline 14 April 2023

Once through the first round, we require information to market your event as well as a few logistical details. This includes finalising event details for our print programme, informing us of any AV or other equipment requirements, and signing our [Participation Agreement](#).



### STEP 3.

#### COLLECTION OF EVENT LOGISTICS - Deadline 19 May 2023

This is the final information grab which includes details such as finalised risk assessments, event logistics and contact details of staff working the event. Similar to the first step, we will provide a second free workshop in advance of this deadline to assist with the development of risk assessments and event day logistics.

## WHO CAN GET INVOLVED?

It is possible for anyone to get involved in the science festival! We work with individuals, universities and polytechnics, research institutes, non-profit organisations, scientists, science communicators, venues, artists, media and more. If you have a good idea or an interesting concept related to science and want to communicate it, this is the place to be!

We are on the lookout for events for both families and adults, and in a number of different formats as there are countless ways to engage our audience with the exciting wonders of science.



## WHY GET INVOLVED?

There are lots of reasons why you and your organisation might get involved in the science festival. Some of these reasons could include:

EDUCATIONAL OUTREACH

BRAND AWARENESS

CULTURAL EXCHANGE

COMMUNITY ENGAGEMENT

SHARING RESEARCH OUTCOMES

EVENT MANAGEMENT &  
TICKETING SUPPORT

BEING PART OF SOMETHING BIGGER



## TYPES OF EVENTS

Science festival events come in many different shapes and sizes from intimate hands-on workshops to stage shows with large audiences. While we are open to hearing about any kind of event, here are a few formats that we have found work well.

### WORKSHOPS

This is one of our most common event formats. Workshops are generally hands-on and interactive, engaging participants with often specialised topics that aim to inspire and challenge.

### DROP-IN EVENTS

Drop-in events are informal yet exciting and can include many forms of activities, such as demonstrations, interactive activities, or exhibitions to name a few. They can offer direct engagement with scientists and their audience, giving the opportunity to gain insight into research and citizen science projects.

### PRESENTATIONS/TALKS

This type of event works well if you have a passionate presenter that is knowledgeable and has a particularly interesting subject. A presenter could be paired with an experienced MC to host the event in an interview/conversation format, which is a particularly engaging way to create an environment that is intimate and insightful. When considering a presentation keep in mind that it is not recommended to show complex graphs or data, rather use simple visuals and short videos where possible.

### PANEL DISCUSSIONS/DEBATES

Discussions and debates can be particularly interesting when the subject can highlight ranging or varied viewpoints, and if you can coordinate a diverse panel of guests. A panel can include not only experts in the given field but also individuals who can represent its moral, ethical and cultural considerations. Panel guests can also include patients, economists, media, authors or artists. These events work well when matched with a skilled and experienced host or moderator.

### PERFORMANCES/SHOWS

Live performance (music, theatre, comedy, etc) is a very effective medium for engaging audiences on a range of complex issues from climate change to genetic modification. Artists are often masters of communication and storytelling, and performances offer a creative way to showcase science and the world around us. Performance events can both inspire and educate and can offer a fun and exciting platform whilst doing so.

### WALKS / TOURS

When paired with a science theme this very novel event style engages the audience in a way that is memorable and unique. These events can be run through site-specific venues such as the Gasworks Museum, the Anatomy Museum, historical locations, or even the local cemetery!



## 2023 TOPICS FOR INSPIRATION

In 2023 the festival will forgo an overarching theme in lieu of a short list of topics that we see as particularly relevant for the year. While we welcome all kinds of science, these are a few of the noteworthy areas of focus for 2023:

- Sustainability & climate change
- Indigenous science and mātauranga Māori
- Critical thinking
- Interdisciplinary science & art collaborations
- The everyday science all around us

We encourage events to fit within these categories where possible, though it is not required.

# NOTES ON PARTICIPATION

## DEADLINE

The deadline for event idea submissions is 5pm, 28 February 2023

## EVENT HOST RESPONSIBILITIES

We ask event organisers to:

- Develop and deliver your own event
- Cover all event costs, including travel and accommodation of event participants
- Provide all information required by the festival to publicise the event (see the timeline on page 3 for a full checklist)
- Agree to co-market your event
- Sign the Participation Agreement (available on our website: [scifest.org.nz/event-hosts](https://scifest.org.nz/event-hosts))
- Local visitor attractions should demonstrate that their proposed festival activity is hosted in their own venue, with all event logistics arranged by themselves

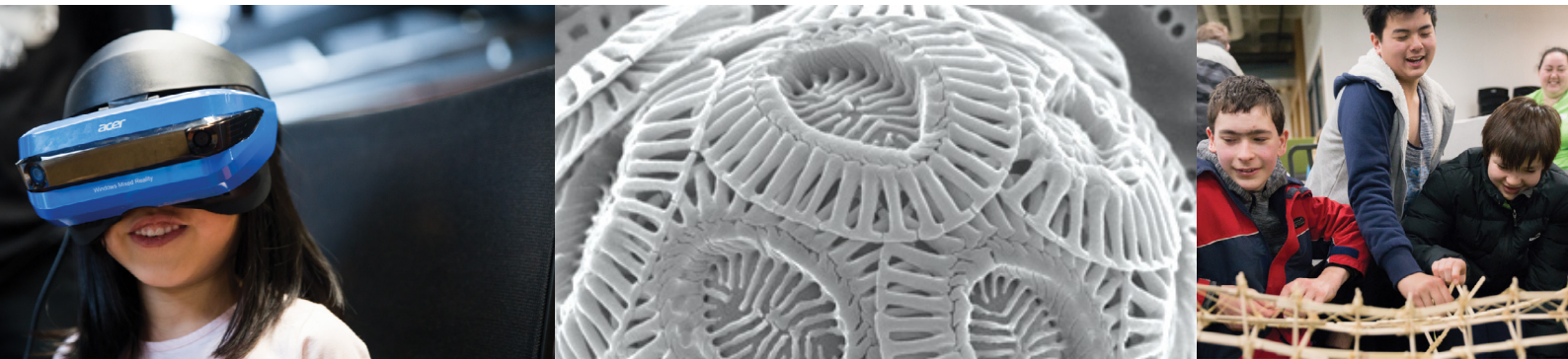
## SUBMISSION GUIDELINES

Due to high volume of expected event idea submissions, we cannot guarantee your event will be accepted. Preference will be given to events that show a high level of commitment to advancing an understanding of science, technology or the environment, as well as events that fit within our festival themes (see page 8), though this is not required. During our selection process, we might get in touch to discuss your idea in more detail. Once the selection process is complete, we will notify you of the outcome via email.

## EVENT ORGANISER WORKSHOPS

As part of our support to event organisers, we offer two free workshops in the lead-up to our festival. Workshop attendance is optional. In the first workshop we will discuss what makes a good event, how to design your event, tips on how to engage your audience, and effective co-advertising methods. This workshop will be hosted in early April.

The second workshop will discuss how to write a risk assessment and methods to mitigate risk. This workshop will be held in early May and provides an opportunity to ask any last-minute questions you might have. Risk assessments are required for all events and are due in the third round of event information collection. Events will not be included on our website until risk assessments are submitted.



## EVENT PLANNING TIPS

We are looking for thought-provoking experiences, hands-on workshops with a difference, engaging talks and debates, and inspiring presenters. Events should help the festival achieve its aims and objectives. As part of the event idea submission review process, we will be asking questions such as:

- Is the proposed event interesting, relevant, innovative, imaginative and inspiring?
- Does the event complement our existing programme and festival topics?
- Is the event likely to be popular and attract a good audience?
- Does the event provide a high-quality experience to audiences?
- Does the event provide an accessible and inclusive experience?
- Will the event help audiences understand that science is a part of their everyday life and something that is “for them”?

### MESSAGING

When creating your event, we recommend you think about an effective take-home message for your audience, such as practical steps to reduce your plastic waste, ways to identify different bird species, or even simply that science is fun and for everyone. Identifying your take-home message early on will help you develop an event that meets your goals.

### EVENT LENGTH

Recommended length for most adult events is 60 - 90 minutes including a Q & A session at the end. Performances generally run for 45 - 90 minutes. Drop-in activities should aim to have enough material to entertain for 5 - 10 minutes, with additional options for the highly engaged.

### AUDIENCE

The festival audience is generally made up of interested members of the public who may not have in-depth knowledge about science, technology or the environment. Most events will be targeted at this everyday public audience. When designing an event, think about the specific audience you want to reach and what they might like to engage with.

Also give thought to why your audience will want to come to your event. Your audience may attend for a number of different reasons, such as their particular interest in a key speaker or topic, to hear an engaging discussion, or entertainment for the kids. Reasons for attending are often as simple as wanting to have fun or to learn more about the world around us.

We always welcome ideas that have the potential to engage harder-to-reach audiences and communities. If you have an idea in this area, please get in touch to discuss it further.

### A NOTE ON PRESENTERS

Not all scientists and science enthusiasts are good communicators, and good communication is the key to a successful public event. If you are having a speaker at your event, it is important to choose someone that is experienced and effective at communicating. If bringing in a speaker from elsewhere, we recommend that you research them prior to confirming them as a guest.

# PRACTICAL INFORMATION

## EVENT SCHEDULING

To ensure that events are spread across all festival dates and do not conflict with similar offerings, the festival will work with you to schedule the date and time of your event. While we can accept events that are tied to a specific date or time, some scheduling flexibility is welcome. Assessing presenter/organiser availability is part of Step 2 in the application process.

## VENUES AND EQUIPMENT

### Festival venues

The festival works with many venues across the city and will endeavour to match your event to a suitable venue. Unless you are representing a local visitor attraction or proposing a site-specific event, it is likely that we will schedule your event into one of our venues. Please do not make arrangements with venues externally.

### Technical equipment

Most of our festival venues come equipped with standard tech equipment such as a sound system and a microphone. If you have specific technical requirements, please let us know. If you require equipment beyond what is available at your venue, you will be required to arrange this separately at your own cost.

### Other equipment

The festival may be able to supply basic equipment (such as tables & chairs), but it is your responsibility to inform us of these requirements well in advance. If the venue or festival cannot supply the equipment that you require, you will need to arrange this separately at your own cost. For health and safety reasons, it is essential that the Science Festival is made aware of ALL equipment you intend to use during your event.

## EVENT REQUIREMENTS

### Risk assessments

A thorough risk assessment is required for all events. A risk assessment template will be provided for those who want one. While the Science Festival takes due diligence in managing the festival and our own internal events, we do not take responsibility for managing risks associated with your events, nor is the festival liable for any damages that occur during your involvement in your festival event. If you would like to know more about writing a risk assessment and how to manage risks at your event, please attend our risk assessment workshop in May. For more information contact [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz)

## ADDITIONAL COSTS

### Travel, accommodation and expenses

Event organisers are responsible for organising and covering the cost of all travel, accommodation and per diem expenses for their event participants. In some instances, the festival may be able to assist with travel and accommodation costs. This is decided on a case-by-case basis and needs to be discussed well in advance of the festival period.

### Insurance

The science festival's public liability insurance covers only events organised directly by the festival team. Damage to, or loss of, equipment is not covered by our public liability insurance, nor is damage to the venue while under your management, nor injury to the public or damage to their belongings at your event. Event organisers are responsible for insuring their own events and equipment.

## TICKETING

### Ticket launch date

Ticket sales will be launched on Thursday 25 May at midday, however we may have a selection of limited release earlybird tickets available exclusively to sponsors and friends of the festival that will be launched a few days earlier. If you wish to gain this additional exposure to our dedicated members, please contact us to discuss sponsorship opportunities.

### Ticketing service & fees

Festival management will set up ticketing for your event(s) through our festival ticket provider. This includes both free events where registration is required, and paid events. Exceptions are only made for venues that have existing exclusive partnerships with a ticket provider. Free events will not incur any fees.

Paid events incur a ticketing fee of 10% split between the festival and the ticketing provider. This ticket fee covers the management costs of setting up and managing the ticketing process, managing and marketing the festival and providing event support where required.

The festival also requires each event set aside a minimum of two tickets for one-off events and four tickets for repeating events. These tickets will be used by the festival for media, sponsors, and promotional reasons. This requirement includes events hosted by local visitor attractions as we often offer these as gifts for our guests or as part of larger package deals. Please keep this in mind when considering your event capacity. If we do not need these tickets, they will be released to the public.



## MARKETING AND MEDIA

The main vehicle for advertising our festival is through our print programme, which will be launched in early June to all Dunedin households. This print run has 50,000 copies, which includes 36,000 copies being distributed via The Star newspaper, 10,000 copies in key venues across the city, as well as 4,000 into the regions and across the South Island.

The contents of the festival programme are under embargo until the festival launch date: 25 May 2023. We request that you do not promote events through press, print or digital channels prior to this date.

As an event host, you are required to co-promote your event separately to our festival advertising (for example with flyers, posters, social media, etc). When marketing your own event, it is imperative that the New Zealand International Science Festival logo be used on all materials, and that the festival is supplied a proof to sign off prior to your marketing campaign commencing. Our logo and festival branding assets are available for download via at <https://scifest.org.nz/about/resources>.

If you have any marketing material that you would like us to publicise, please contact us and we will assist where we can. While we aim to advertise as many individual events as possible, due to the number of events on offer we are unable to promote every event. However, we can offer marketing and media support, including assistance to create press releases for media.

We highly encourage you to create noteworthy stories for the media and to create a marketing campaign for your target audience. In addition, if you would like festival posters, programmes or flyers to distribute to your community or in your venue, please contact us and we will arrange this for you.

As part of the festival, we aim to have united branding across all events to add consistency and recognition. Below is a list of requirements to help us achieve this goal. These assets will be available for download on our website.

- Festival-branded slides: If there is a presentation at your event, it is required that the first and last slide be a festival-branded slide.
- Festival welcome: If you have a welcome opportunity at your event, we request the welcome begins with our short festival introduction, thanking mana whenua, and recognising our major sponsors.
- If you have a screen at your event, please utilise one of our three video introductions: a long and short option for adult events and a kid's event introduction.

### PROGRAMME ADVERTISING

Are you interested in gaining additional promotion for your event? The festival produces a comprehensive festival programme with 50,000 copies, distributed to all Dunedin households, and key venues across the city. There are advertising opportunities available in our print programme to help you get your message across. Ads begin from just \$599+GST. Please contact us at [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz) if you are interested in further details.

### INCREASING BRAND AWARENESS

Event organisers have the option for additional branding opportunities in both the online and print programme. These options include 'Presented by X' with prominent logo placement and an online link to your website. If you are interested learning more about this option, please contact us to discuss partnership opportunities.

## SPONSORSHIP

### SPONSORSHIP BENEFITS

- Logo accreditation alongside your event listing in our programme (50,000 copies) and online with website links (110,000+ page views in during 2021 festival period)
- Logo at your event and across our festival venues (30,000+ visitors)
- Opportunities for sponsorship and targeted promotion of your event
- Exclusive invites to VIP events for you and your colleagues
- Earlybird ticket access for your staff and their families to key festival events
- Ticket allocation for you and your guests
- Running a festival event can present training and development opportunities for your staff to talk to young people about future careers in your field

If your organisation cannot afford a Sponsorship Package but is still interested in additional exposure, talk to us about an ad in our festival programme (50,000 copies distributed to every Dunedin household).

Our programme has great reach to a highly engaged audience. Please contact us on [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz) to discuss your needs and develop a creative sponsorship

### SPONSORSHIP OPPORTUNITIES

Are you interested in further enhancing your organisation's profile to over 30,000 participants across numerous platforms? The New Zealand International Science Festival can increase your advertising reach and engagement to an enthusiastic audience that comprises experts, scientists, community members, innovators and families.

Sponsors enjoy the fruits of the festival, including an exclusive Sponsor's Night event, early-bird access to tickets and events, opportunities for collaboration with festival guests, as well as free event tickets.

Sponsorship opportunities begin from \$2,500+GST, which includes creating a bespoke package to support your objectives and give you maximum benefit. We will work closely with you to raise your organisation's profile before, during and after our festival period, and reach our audience of 30,000+ participants and 110,000+ webpage views.

### Contact the Festival Team!

If you have any questions, please do not hesitate to contact us. To discuss a Call for Ideas submission, contact Andrea Liberatore at [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz)

## READY TO APPLY?

**Click the link below to create an account, then find New Zealand International Science Festival 2023 under NEW ZEALAND.**

<https://eventotron.com/allseasons.php?>

**Eventotron is our participant management and ticketing portal, and will be used throughout the festival planning process.**

**Any issues? E-mail [programmes@scifest.org.nz](mailto:programmes@scifest.org.nz)**

**The deadline for submitting your ideas is 5pm on Tuesday 28 February 2023.**