

# 2018 Expression of Interest Guide

Your Expression of Interest submission will be the basic information used for promotion if your event is accepted as part of the Sydney Science Festival (SSF) 2018 program. The details you submit will eventually appear on the festival website and a short version will be in the printed program guide.

Try to describe your event as accurately as possible, bearing in mind that this is not the final draft and there will be opportunities to update information before the website goes live in June 2018.

## Event title and description

**Title \***  
Up to 44 characters, approx. 10 words.

Brian Cox: A Journey into Deep Space

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**Event Description**  
Up to 1,500 characters, approx. 300 words.  
Write a basic overview of your event. Please use a descriptive 'What's On' style to entice the general public. Describe the event's content such as topics, names of scientists and experts involved, what will happen, who it is for, etc. You DO NOT need to include information about the event venue, time or ticketing in this section — there are specialised fields for these details below.

Join Professor Brian Cox as he explores some of the great unanswered questions about our universe. Are we alone in the universe? Will we ever know what happened before the big bang? What is the nature of the 95% of the universe we know to be missing? What was the origin of life on earth?

Delving into the most recent scientific research from [CERN](#) and the great astronomical observatories of the world, Professor Cox is always captivating, continually surprising and forever pushing the boundaries.

Brian Cox [OBE](#) is a British particle physicist at the University of Manchester and Royal Society Professor for Public Engagement in Science. He is best known to the public as the presenter of a number of science programs for the BBC, boosting the popularity of astronomy, physics and exploration.

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### EXAMPLE

#### Event Title

Maximum of 44 characters in length.

Make sure your event title is clear, short and interesting.

#### Event Description

Aim to write 100–200 words.

This should be written as a promotional piece describing to the audience what will be happening.

## Tips for your event description:

*This:* "Dr Smith's talk takes us on a journey through the Milky Way and afterwards she'll answer your astrophysics questions." YES!

*Not this:* "Dr Smith's lecture will edify and entertain whilst contributing to the scientific literacy of the target demographic through an accessible yet informative experience." NO!

- If it is a lecture, include info about the topic and some brief info about the speaker. Mention the scientist's discipline or specialist field and which research institution or university they are attached to, if it's relevant.
- Who is the audience for your event – is it for families, adults, or children?
- What are the highlights of your event? If it's a workshop or activity, what will the audience do?

## Address

This is the 'human readable' version of the venue name and address of your event.

### EXAMPLE

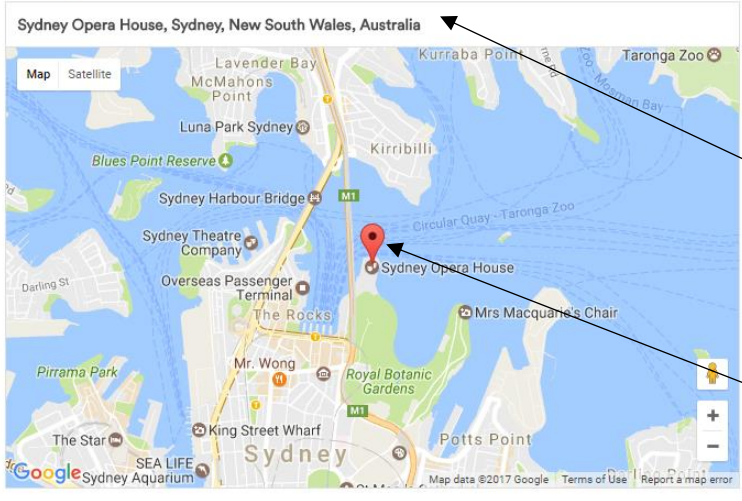
**Venue Name \***  
Name of the venue of your proposed event.

Sydney Opera House

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**Venue Address \***  
Enter the street address and hit enter. This field is used to display a map of where your venue is. The map below will attempt to drop a pin on your venue. Adjustments can be made by dragging the pin on the map.

Sydney Opera House, Sydney, New South Wales, Australia




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**Extra Info about Address**  
This is where you can include details beyond a simple address such as 'look for the red door, knock three times and ask for Jimbo, the password is swordfish'

Meet on the steps, look for people wearing top hats.

### Venue Name

If you don't have a venue in mind yet, please write TBA. If you have a venue in mind but it's not yet confirmed, write the proposed venue name and TBC.

### Venue Address

Start typing the address, and it should automatically complete.

The map will try its best to drop a pin on your venue.

### Extra Info

You can add directional information if your venue is hard to find, or your event has a specific meeting point.

### Event Date and Time \*

Sydney Science Festival will run from 11-21 August this year. Add multiple entries if event is on more than one day using "ADD ROW" button.

	Date *	All Day Tick if event is all day or online	Start Time Please format in 24-hour time.	End Time Please format in 24-hour time.	Date Comment Optional. If you have any notes or comments for this date, add them here.
1	12/08/2017	<input checked="" type="checkbox"/> All Day	11:36 am	3:12 pm	

**Add Row**

### Event Date and Time

If the event is on more than one day use the 'ADD ROW' button or hover over the right end of the row and select the plus symbol.

You need to add a new row for every day that the event is on.

## Extra info about Date and Time

This is where you can include details beyond the simple date and time such as '11.00 am session is for children and 7.00 pm session for adults' or 'Please arrive 30 minutes before the start time to be seated'.

## Tickets, Booking and Admission

Select the option that describes your ticketing needs. If your event has a ticket price, use the drop down menus to enter the type of ticket and cost.

### EXAMPLE

**Which one of these describes ticketing and admission to your event? \***

- Not yet decided
- Free, no bookings required. Audience can just turn up.
- Free, but bookings are required.
- Paid admission. Audience should book and pay for priced tickets.

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**Tickets**

Please select the ticket types you offer from the dropdown list. If you offer a special ticket type not listed, such as a members ticket, select "Other" and enter the name for your ticket. Add new rows using the "ADD ROW" button.

	Type	Price	Ticket Comment	
1	Adult Adult Concession Child Other	\$ 19.84	e.g. Pre-order price	+ -

**Add Row**

If people can book for your event, provide the online booking details and a bookings phone number. If your booking link isn't ready yet, leave this blank. It can be completed later.

The enquiries email and phone are your public contact details if members of the public want to contact with questions about the event.

## About your Organisation

Your group/organisation's name will appear on your event page on the SSF website. This is the name of the organisation who is putting on the event –there might be more than one but just put the main partners' names. It is not the place to list your sponsors.

### EXAMPLE

**Organisation Name \***

This is the name of who is putting on your event.

The Academy of Curiosity

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**Website**

adcur.edu.au

## Contact

This information is for the Sydney Science Festival team only. It will not be shared or appear on the Sydney Science Festival website. We need the contact details of at least two people working on the event, but you can add more.

### EXAMPLE

Contacts					
	Name *	Email *	Phone Number *	Mobile Phone Number	Role <small>The role of this person in your organisation (e.g. CEO, Event producer, researcher)</small>
1	Jen Hydra	hydra.jen@ele	(02) 9876 5432	0499 999 999	Event Manager
2	Mimi M. Alu	alu.mimi.m@e	(02) 9876 4321	0499 999 999	Marketing Coo

[Add Contact](#)

## Terms and conditions

You can save your event once you have reviewed and accepted the [Terms and Conditions](#) to participate in Sydney Science Festival.

Note: you can edit or even delete your event at any time by logging in.

## Images

If your event is accepted as part of SSF 2018 we will need good high resolution images for the website and printed guide. We don't need images now, but will request them when we advise you of your application's status.

## Further enquiries

If you have any questions, please contact [info@sydney-science.com.au](mailto:info@sydney-science.com.au)

For examples from last year's festival, visit <https://sydney-science.com.au/2017/>