



# Biology Week

**Biology Week events guide for  
university biology societies**



# Outreach and engagement grant scheme

Grants up to £500 available for activities and events in Biology Week 2019. Apply now!



**Deadline to apply: 29 April 2019**

[www.rsb.org.uk/outreach-grants](http://www.rsb.org.uk/outreach-grants)

## Table of contents

<b>Introduction to Biology Week</b>	<b>5</b>
What is Biology Week?	5
Why take part in Biology Week?	6
Previous biology week events	6
What's on this year?	6
<b>Event ideas</b>	<b>7</b>
Biology Quiz	7
Workshops or training events	7
Biology career 'speed dating'	8
Lectures	8
'Meet the scientist' careers event	8
Big Biology Day	8
Grad scheme recruitment networking	9
Debates or discussions	9
Science busking	10
Theatre production	10
<b>Developing your own hands-on activity</b>	<b>11</b>
<b>Funding your event</b>	<b>13</b>
RSB Outreach and Engagement grant scheme	13
Public engagement grants and bursaries	13
Sponsorship	13
<b>Choosing an event venue</b>	<b>14</b>
Lecture theatres, seminar rooms and other meeting spaces	14
Local science centres or museums	14
Village halls and community centres	14
Local parks or communal green space	14
Schools / sixth form colleges	14
Somewhere completely different	15
<b>Accessibility and Inclusion</b>	<b>16</b>
Consider the accessibility of your venue	16
Resource production	16
Visibility and representation	16
Event cost	16
Alcohol at events	17
Student parents and mature students	17

<b>Joining forces and forming partnerships</b>	<b>18</b>
Other student societies	18
Local schools and neighbouring universities	18
STEM Learning	18
Natural History Societies and Wildlife Trusts	18
Local businesses	19
Local community groups	19
Work with us or one of our member societies	19
<b>Event checklist</b>	<b>20</b>
Why are you holding the event?	20
Who is involved in organising and delivering the event?	20
When should you hold the event?	20
Where should you hold the event?	20
How will you reach your audience?	21
How will you evaluate your event?	21
Safety, security and back-up plans	21
<b>Publicising your event</b>	<b>22</b>
Adding your event to the Biology Week calendar	22
Contacting local press	22
Press invites	22
Press releases	22
Taking and posting photos or videos of people	23
Photography and filming of those under the 18	24
Social media channels	24
Video recording	25
Advertising your event through RSB channels	25
<b>Evaluating your event</b>	<b>26</b>
Did you successfully reach your target audience?	26
Numerical recordings of those you interact with	26
Evaluation techniques	26
Post event surveys	26
Keeping data secure	27
Feedback from your volunteers	27
Self-reflection	27
<b>Contact your local branch</b>	<b>28</b>
<b>Contact us</b>	<b>29</b>
<b>Notes</b>	<b>30</b>

## Introduction to Biology Week

This pack has been produced to help students or biology departments who are looking for help in planning an event as part of Biology Week.

We're hoping this pack will help you in organising an event with help from a wider team of volunteers, a organisation or committee you are already involved with, or a team from your department or wider university.

### What is Biology Week?

Biology Week is an annual celebration of biology with events all over the UK and beyond for everyone, regardless of background in biology. The week is a great opportunity to share a passion for biology and the natural world.

The week celebrates the whole of biosciences and encompasses events and activities that appeal to all audiences.

Topics covered in the past have included citizen science projects, conservation, dinosaurs, drug development, mental health, biochemistry, physiology, fungi and more.



### Why take part in Biology Week?

Biology Week is a great way to share your enthusiasm for biology with friends, family, your local community and beyond.

Through the week, we aim to share your passion for biology with as many people as possible. Your support will allow us to maximise the impact and coverage of events and activities to give people of all ages and backgrounds the chance to learn about the biosciences.

You can run a public or outreach event or activity for Biology Week, or contribute to an existing event featured on our online calendar: [www.rsb.org.uk/biologyweekcalendar](http://www.rsb.org.uk/biologyweekcalendar)

If you are running an event from scratch, we can help advertise your event, and provide branding and other communication tools if you want to reach out to a wider audience or get the local community involved too.

### Previous biology week events

Around 100 events and activities take place during the week. In the past these have included:

- A debate on the implications of using DNA to predict cancer
- Nationwide polls to find the UK's favourite species
- UK Fungus Day
- Bioscience Careers Day
- BioArt Attack competitions
- BioBakes competitions
- Workshops on food security and recycling
- Trips to museums, wildlife reserves and zoos

### What's on this year?

This year's Biology Week calendar can be found on the Royal Society of Biology website [www.rsb.org.uk/biologyweekcalendar](http://www.rsb.org.uk/biologyweekcalendar)

If you are running an event, let us know as soon as possible so we can share it with others on our Biology Week calendar! Fill in our form with the event details online:

[www.rsb.org.uk/biologyweekcalendar](http://www.rsb.org.uk/biologyweekcalendar)

## Event ideas

There are many event formats and ideas, and if you find one that works well, it is certainly worth using it again. However, do not be afraid to take a creative and innovative approach, as these are often very likely to generate new interest and attract a more diverse audience.

Below are some ideas for events you could run during Biology Week:

### Biology Quiz

Running a biology quiz is a simple and effective means of engaging an audience with whatever biological topics you want to tackle, and the difficulty of the quiz can easily be tailored to your audience.

Quizzes are suitable for a lecture theatre, seminar room, pub, or any other place where people can be organised into separate teams. You do not need to adopt a standard quiz format either, instead you could try incorporating problem solving or simple experiments into the quiz to make it more stimulating and challenging.

### Workshops or training events

Training events or workshops are a good way of passing on core and specialised biology skills. You could run a training event at your university, but other great venues include local museums, science centres and potentially larger organisations that may be able to provide the training too.



### Biology career 'speed dating'

This event is appropriate for students seeking to learn more about a career in the life sciences. By inviting a number of professional representatives to meet students in a speed dating format, it allows them to talk one on one with people working in a biological field.

The relaxed, informal setting makes the experience less intimidating and allows students to pose their questions to those with relevant experience.

Get in touch with your local STEM Learning regional coordinator who can help find STEM ambassadors to attend such an event: [www.stem.org.uk/stem-ambassador-hub-contacts](http://www.stem.org.uk/stem-ambassador-hub-contacts)

### Lectures

Scientists from your department, other universities, charities or companies make ideal speakers. They can give talks or even take part with others in a panel discussion on a broad and relevant topic.

### 'Meet the scientist' careers event

Similar to a career 'speed dating' event but with a more formal format, you can invite students to ask lecturers/researchers or invite other professional representatives from the life sciences to your university to talk about their careers, experiences and how they got involved in their profession and meet current or prospective bioscience students.

### Big Biology Day

There are numerous science festivals in the UK that occur throughout the year. These are a perfect opportunity to talk to and engage with large numbers of people in a very short period of time.

As well as attending someone else's science festival, there is always the option of running your own. It needn't be on a large scale, and could just involve a handful of exhibitors (unless of course you have greater ambitions!).

Local schools, professional biology related organisations, STEM ambassadors, natural history societies / community groups might all be suitable exhibitors.

This sort of event can be a large undertaking, but is a superb opportunity for collaboration and can have a high impact in the local area as well as numerous beneficiaries.

For more information on how to run your own mini-festival, check out our Big Biology Day page: [www.rsb.org.uk/big-biology-day](http://www.rsb.org.uk/big-biology-day)

### Grad scheme recruitment networking

Typically, graduates who have gone on to work at companies that run graduate schemes are more than happy to come back to talk to students about their application and recruitment process, and answer questions about their career since leaving.

If you are looking for sponsorship opportunities, offering relevant companies the opportunity to talk to potential applicants is also a good way to secure funding for your society.

### Debates or discussions

Both panel debates and facilitated discussions are easy to set up and run. Many areas of opinion in biology either leave scientists divided or are accompanied by ethical issues which make them ideal debate topics.

By organising an event you can give members of the public the chance to develop and express their opinions.



### Science busking

This is the art of using simple science tricks to entertain and educate people and can be performed anywhere, from the corner of a street, in a school classroom, or at a science festival.

These are more likely to add to an event rather than serve as a standalone event, but can be fun to do in public locations with high footfall, for example on the high street or at train stations – just make sure you get the correct permissions.

### Theatre production

Theatre can be a powerful and effective means of engaging with a new audience. Although the time and effort involved is significant in such a project, it can have a high impact.

Joining forces with your university's Dramatic Society is a great way to share resources and skills, and also tap into a wide audience.

### Hands-on activities at other events

Setting up stands and running simple but exciting demonstrations at larger events such as fairs, festivals or fetes is a great way to reach an audience that you may not normally meet and interact with.

These events are a great way for students to get a taste for outreach and public engagement work, something highly valued by lots of future employers.

If you need some more ideas for activities, check out our downloadable Gopher Science Labs and 21st Century BioChallenges resource: [www.rsb.org.uk/activity-kits](http://www.rsb.org.uk/activity-kits)



## Developing your own hands-on activity

If you want to create a custom activity to do as part of an outreach and engagement event, it is important to decide on the following first:

- The biosciences topic you wish to base your activity on
- Who your target audience is
- What is the scientific literacy of your target audience
- The budget you have to develop an activity

Any bioscience topic is suitable for an outreach and engagement activity, although those that are relevant and easy to show how they affect the everyday lives of an audience may work better than topics that are more abstract.

When you have clear answers to the above, you can then move onto developing the activity. It is best to think of an activity that does the following:

- Requires engagement with the audience member
- Is a process with a clear beginning, middle, and end
- Accurately reflects the principles of the topic you wish to convey
- Is suitable to replicate a large number of times in a short space of time
- Can engage as many people at one time as possible
- Requires minimal resetting after someone has engaged in the activity
- Is possible to set up and transport within the limits of the volunteers you have on hand and the event you are attending
- Is possible to execute within your budget
- Can be executed without specific training for volunteers if possible
- Has minimum wastage or uses minimum amounts of single-use materials, especially if they are not recyclable

When you have your activity idea, a test-run of how it will work is also useful. Invest in a small amount of the materials you will need and get yourselves, friends and family to give the activity a go.

Once you are happy with the practicalities of your activity, put together a brief to accompany the activity that covers the following:

- A clear list of instructions on how the activity works
- The materials needed and how to use them
- The science behind the activity, with clear references to reputable sources
- Common pitfalls and how to fix or avoid them
- Common questions audience members may have and how to answer them

- A risk assessment for the activity and also the event if the location is not a controlled environment
- How to tailor explanations for different audience ages or levels of scientific literacy if appropriate
- How to pack up and store the activity correctly for future use

Once you have tested your activity a couple of times with different audiences, you can refine the brief above and improve the delivery of the activity with feedback from audience members and those running the activity.

For more activity ideas, the RSB has made a number of activities and their briefs available on the website: [www.rsb.org.uk/activity-kits](http://www.rsb.org.uk/activity-kits)



## Funding your event

There are a number of ways to ensure you can afford to run your event, with many grants and schemes available that offer financial support.

### RSB Outreach and Engagement grant scheme

The RSB Outreach and Engagement grant scheme is available to any member that wishes to run a Biology Week event. Grants are available up to £500, and the grants go towards a large range of activities and events.

You can apply for funding for your Biology Week event or activity from January onwards:

[www.rsb.org.uk/outreach-grants](http://www.rsb.org.uk/outreach-grants)

### Public engagement grants and bursaries

There are other public engagement grant schemes ran by organisations including the RSB. Some grants have annual deadlines, whilst others offer money on a rolling basis.

A list of public engagement grants on offer is regularly updated online:

[www.rsb.org.uk/public-engagement-grants](http://www.rsb.org.uk/public-engagement-grants)

### Sponsorship

Some businesses and companies are often willing to sponsor an event. Depending on their size and budgets they may be willing to cover some of the costs, help with resources, or both, potentially in return for often logos on communications, banners or more.

When obtaining sponsorship, it is important to consider:

- What sort of companies you would like to be associated with and why
- Whether you will offer exclusive sponsorship for your event or activity – companies may agree to pay more if they are the sole sponsor of an event
- What you can provide in return for sponsorship, such as logos or artwork on banners, posters, email footers, a speaker slot etc
- How much you are willing to allow sponsors to get involved with planning your event

Put a sponsorship package together, detailing different levels of funding companies, other organisations or individuals could offer you in return for different benefits. Offering variable packages with bespoke options means you can be flexible in what you offer to meet a sponsor's budget.

If you are able to secure sponsorship, draw up a contract that details the exact agreement to ensure there are no misaligned expectations on either side.

## Choosing an event venue

Finding an appropriate venue for an event can sometimes be a challenge, and room and facility hire can be very costly. It is always worth shopping around for venues, making use of contacts you might have or approaching potential new venues.

The following are good starting points:

### Lecture theatres, seminar rooms and other meeting spaces

Many universities allow students and student groups to book out spaces for use out of hours. Ask your department or visit your student union to see if they can help you find a suitable space for your activity.

### Campus lawns, walkways, cafes and squares

If you want to bring your activity to the wider student community, set up (with permission, if needed) in spaces on campus with lots of footfall.

You can interact with students who may not have ordinarily come along to a biology event, and raise awareness of your society as a result too.

### Local science centres or museums

These are often able to provide an event for free or at a discounted rate. The National Coordinating Centre for Public Engagement has advice online on working with museums and science centres: [www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)

Find your nearest centre on the UK Association for Science and Discovery Centre's online map: [www.sciencecentres.org.uk/centres](http://www.sciencecentres.org.uk/centres)

### Village halls and community centres

These have the benefit of offering very cheap hire rates and also serve as a natural hub for the local community. They often have more than enough space and basic facilities available as well.

Find details of your nearest village hall or community centre: [www.hallshire.com](http://www.hallshire.com)

### Local parks or communal green space

If the weather permits, take your event outside, where you can engage with the local community too. Contact the local authority for more information on organising an event in a local park or other public space.

### Schools / sixth form colleges

Local schools or sixth form colleges often have suitable facilities for events and are worth

approaching to hire a space for an evening or weekend event. If your audience is school children or young people, these venues may also be made available to you for free.

### Somewhere completely different

Anywhere with high footfall will ensure you have a large potential audience, so think about setting up a science busking point or carrying out demonstrations in shopping centres, train stations, the high street or outside of sporting events.



---

## Accessibility and Inclusion

To ensure that as many people as possible can get involved in Biology Week, so it is important that the events organised are accessible and inclusive.

### Consider the accessibility of your venue

Here are a few things to consider when choosing a venue for your event (although this is by no means exhaustive):

- Does the venue have an accessible entrance or is the entrance step-free? If not, do the steps have handrails and ramps?
- If there are stairs inside the venue, is there a lift?
- Are there accessible toilets in the venue, and facilities that are family friendly?
- Is there disabled parking at the venue? Is this located close to the entrance of the venue?
- Are there appropriate evacuation methods in place for disabled attendees?
- Is catering provided? Ensure that dietary and cultural requirements are catered to.
- Some environments may be overwhelming and stressful for those with autism or other developmental or learning disabilities, so make sure environments are suitable if you know those who will be attending may be affected by these issues.

### Resource production

If you are producing resources for your event, also consider:

- If audio-visual materials are used, do they contain subtitles or is there a transcript available?
- Is the font easy to read? Sans serif fonts are easier for people with dyslexia to read, and a minimum of 12 point font should be used if you are producing literature around your event.

### Visibility and representation

Representation is also important, so consider:

- If you are inviting external speakers, do they represent the diversity of the community? Consider characteristics including age, race, religion, gender, sexual orientation and ability.
- In imagery used, a suitable representation of the community is presented

### Event cost

Be sure to consider the cost of the event as high costs can exclude those who have little disposable income.

Is there a charge for the event? Expensive events can exclude people with lower incomes. Consider subsidising ticket prices if the cost is quite high, or look to see if you can get student discounts, or discounts for purchasing many tickets all in one go.

If you need to cover costs but don't want tickets to be expensive, consider seeking sponsorship or funding from other organisations to work with you in partnership.

### Alcohol at events

Pub quizzes are a great way of engaging an audience with biology in a fun and interactive way.

However do ensure that you are not excluding people who don't drink for personal, religious or health reasons. Ensure if you are using drinks vouchers, for example, that they can be used to purchase soft drinks as well as alcoholic ones.

### Student parents and mature students

Student parents and mature students often have family responsibilities in the evenings. In order to make events inclusive to student parents and mature students, you could organise events during the working day, instead of in the evening.



## Joining forces and forming partnerships

Collaborative projects enable the sharing of ideas, resources, efforts and funds.

When organising an event, establishing links early on will increase the chances of your society's event being a success. It is important however to agree at the start of the process what is expected from the various groups involved. It might be possible to seek collaborations with the following:

### Other student societies

Joining with other student societies is a great way to meet new people, expand your event's audience and potentially access resources or society funding.

Joint career fairs and graduate networking events with other science subject societies is ideal for career development, whilst working with arts, faith or sporting societies could help to bring alive a more creative and interactive event that more students can get involved with.

### Local schools and neighbouring universities

Schools are often very happy to have students visit to run activities and events for their pupils, or come in to talk to them about studying biosciences at university and beyond. Local authorities will often have a means of contacting local schools in the area to promote an event or to send out a request for collaboration.

### STEM Learning

STEM Learning is an educational charity in the UK that seeks to encourage participation at school and college into science and engineering-related subjects and work. Their STEM Ambassadors connect with schools to engage and inspire potential young scientists.

If you want to run an event that you think would benefit from the involvement of STEM Ambassadors, then contact the relevant regional coordinator online: [www.stem.org.uk/stem-ambassador-hub-contacts](http://www.stem.org.uk/stem-ambassador-hub-contacts)

### Natural History Societies and Wildlife Trusts

The UK has a rich tradition of amateur biologists and natural history organisations, within which an impressive array of specialist skills and knowledge exists.

Natural history groups are a source of potential speakers for events and they often have extensive knowledge on local biology so can lead guided walks and visits to sites of interest.

The Natural History Museum has an online database of many UK natural history groups: [www.nhm.ac.uk/take-part/nature-groups-near-you](http://www.nhm.ac.uk/take-part/nature-groups-near-you)

### Local businesses

Commercial organisations in the area may be able to offer skills, resources, advice, or sponsorship for an event if it is relevant and beneficial for them.

Those with a link to the life sciences are the most obvious option; however, other organisations may also consider supporting your event, and may donate food or other resources if your budget is tight.

### Local community groups

If you are looking to put on an event open to the local community, then it would be worth seeking to collaborate with other local community groups. Local authority websites should have details of the community groups and organisations that exist in your area.

These can include community centres, religious groups, Scouting or Girl Guide patrols, or residential homes, foster housing or nurseries and playgroups.

### Work with us or one of our member societies

The Royal Society of Biology has many organisations with which it is closely affiliated. Many of these have a presence throughout the UK, and would be suitable to approach to collaborate on an event (dependent of course on the location or subject matter proposed).

If you would like to get involved with some of the events we are already volunteering at, you can find out more online: [www.rsb.org.uk/volunteer-with-us](http://www.rsb.org.uk/volunteer-with-us)



---

## Event checklist

The following list includes a number of key considerations to take into account when organising and delivering a successful event:

### Why are you holding the event?

- What purposes are you trying to fulfil with your event?
- What audience do you want to reach with your event?
- What do you consider to be a successful event, and how are you going to measure whether the event is a success?

### Who is involved in organising and delivering the event?

- What funding do you have available for the event?
- How are you going to delegate essential tasks to those running the event?
- Are there any other useful partners or collaborators you can or should approach?
- What skills would you need to run your event: do you need students who can help with publicity, ticket sales, or even know first aid or how to manage crowds?

### What resources and funding can you access?

- Are these resources available and where are they coming from?
- What are the costs of the resources, and can they be reused or returned after the event?
- How are you going to budget your event, and what is your expenditure, when considering other events you may want to run?
- Are you going to seek sponsorship for your event?
- Could your department or student union help with funding?
- How are you going to sell tickets, collect money, and ensure money collected is secure and safe?
- Can you sell food and drink at the event in locations that may already sell their own?

### When should you hold the event?

- Will it clash with any other similar events, end of term celebrations or exams taking place?
- Are students more likely to attend a weekday or weeknight event, and should it be in term time?
- Is the weather, and therefore where you hold your event, a factor?

### Where should you hold the event?

- What locations are easily accessible by your target audience?
- How big does the space need to be?
- Do you require specific technical or practical equipment?
- Will it require adding a price or entry fee for people attending?

- Will noise be an issue? For example, would it be disruptive in certain places, like the library?
- Do you have funds to pay for a venue?

### How will you reach your audience?

- What audience do you want to engage with, and why?
- What audience is most suitable for your event?
- What communication channels does your target audience favour? For students, it may be easy enough to publicise through social media channels.
- Does your university, department or student union have mailing lists to whom you can send out event invites or details?
- Is it worth making posters, flyers or doing lecture shoutouts to let students know about your event?

### How will you evaluate your event?

- What would make your event a success and how can you measure this?
- How do you plan to collect feedback from your event?

### Safety, security and back-up plans

- Do you need to complete a risk assessment for your event? Your student union or department should be able to help you with this.
- Do you have relevant insurance for your event if it is required?
- Will you be taking photos or video on the day, and are children involved?
- Will you need DBS checks for those involved? If the event involves working with children, young people or vulnerable adults, have you taken all the reasonable steps needed to ensure their safety?
- Do you have a contingency plan in place in case the weather isn't ideal?

---

## Publicising your event

We hope to have as many people as possible involved in Biology Week, and we are able to help advertise your events where possible.

### Adding your event to the Biology Week calendar

Let us know if you are running an event by completing our form:

[www.rsb.org.uk/biologyweekcalendar](http://www.rsb.org.uk/biologyweekcalendar)

### Contacting local press

Getting local news interested in your event is a great way of ensuring more people find out about your event and documenting it for others to read and enjoy.

Before issuing a press invite or press release, do get in touch with the RSB press and communications manager (contact details at the end of this publication) for more advice, guidance, and final sign off.

### Press invites

If you're running an event that you think press will be interested in attending on the day, consider drafting a press invite to send to local newspapers, radio stations and television channels ahead of time.

A press invite outlines what the event is and also what coverage opportunities are available. Make sure to include:

- When and where the event is
- Any notable attendees or speakers
- Any notable content attendees or speakers may say
- What photography and filming opportunities are available (depending on permissions)
- How to get in contact with the organisers if they want to attend

### Press releases

If you don't get any interest from journalists wanting to attend on the day, don't worry, you can always issue a press release following the event with media suitable for outlets to use.

This is very similar to a press invite, but make sure to include:

- Photos from the event with clear indication of whom credit should be given to
- A Dropbox or WeTransfer link for media content that press can use
- Mention that high res versions are available on request

Check out [www.media.info](http://www.media.info) for newsdesk emails and other regional press contacts.

A press and communications pack can also be downloaded from our website, which includes:

- Sample press releases
- Sample press invites
- Sample social media posts (e.g. for Facebook, Twitter, etc.)

### Taking and posting photos or videos of people

When taking photos in public spaces, you do not need to obtain permission of those present to take the photos. Also, as the person taking the photo, you are the copyright holder (see below), so can do with the photo what you please, such as share on social media.

If you are running your event in a publicly accessible space, it is advised you put up signs informing those taking part in your event or activity may be photographed, and that they should flag with someone involved with the event if they are not comfortable with this.

However, if you are not in a public space, you should obtain permission from the venue or event host if you can take photos, and adhere to the policies they have in place for taking photos of those visiting. Different locations and different events can impose the photography policies they wish if the space is not deemed to be publicly accessible, but you should adhere to these.



---

If you are running your own event, you should ask guests to explicitly opt in to having their photo taken or being filmed, either as they sign up for the event, as they arrive, or immediately before their photo is taken. This should list what the photo may be used for, how it will be kept secure when stored and how people can contact you if they wish for their photo to be deleted.

### Photography and filming of those under the 18

A child does not have the legal capacity to consent to having their photo taken or being filmed, so a parent or guardian must therefore do so on their behalf.

Schools, leisure centres and places where children and adults gather usually have their own photography restrictions so contact the venue to find out whether photography is allowed.

We can draft you a consent form for adults to sign if you wish to take a photo of their child. We can also help develop photography consent forms that attendees can agree to as they sign up to an event.

For more information on taking photos of children, consult the NSPCC website:

[www.nspcc.org.uk](http://www.nspcc.org.uk)

### Social media channels

You can use social media tools not only to capture the action on the day, but also to allow for those attending and those who can't to interact with the event too.

Making content to advertise your event and sharing it online is also a great way to reach a wider audience. Make sure to check out our logo and branding page on our website for guidance on how to use the Biology Week logo: [www.rsb.org.uk/biology-week-branding](http://www.rsb.org.uk/biology-week-branding)

- Twitter is a great way to advertise your event, and also document the event as it develops. If you are running a debate or lecture, you can use twitter to take questions from those in the audience or those following at home. Make sure to use the hashtag #BiologyWeek in all of your posts.
- Facebook is also a great way to advertise your event. You can contact admins of pages who provide news and updates suitable for your audience and they can plug your event, or you can share your event among friends and contacts more directly.
- Instagram is great if you have some amazing photos from your event, and you can also provide updates from the event as it unfolds using the Instagram stories feature. Again be sure to use the #BiologyWeek hashtag.

### Video recording

Producing video content is great; video content typically performs better on social media channels and is a great way to capture more dynamically the event itself. You can either live-stream your event from a mobile device onto Facebook and Twitter, or record, edit and release footage at a later date.

Live-streaming is a great way of increasing accessibility to your event and bringing it to a wider audience. It is particularly suitable for lectures or debates, where you don't need multiple camera shots to capture the event in its entirety. Two of the easiest ways to stream an event is via periscope on Twitter, or as a Facebook live video.

### Advertising your event through RSB channels

We will advertise your event through our own channels, including:

- The online Biology Week events calendar
- Monthly e-newsletters which go out to our members and member organisations
- Social media platforms where possible
- On our website news pages and blog

---

## Evaluating your event

There are a number of ways to evaluate the success of your event, and this should be done in line with your organisation's outreach and engagement strategy if it has one, and also the laws regarding data security.

### Did you successfully reach your target audience?

Consider who your target audience is for your event, and decide how you are going to measure who attended and if they fit into the audience you were hoping to reach.

### Numerical recordings of those you interact with

Keeping track of how many people you engage with is key, but is not the only metric you should seek to record and use to justify the success of your event.

The quality of the engagement is just as essential to capture as the quantity of engagements as a whole, so qualitative evaluation is also important.

### Evaluation techniques

There are a number of ways to evaluate an outreach and engagement event, many of which can be incorporated into the activity itself. These include:

- Asking audience members to write down what they learned from the event on poster boards or post-its
- Asking audience members to share their perceptions of the topic of activity, and maybe how it has changed, again maybe through drawing or writing on a large board
- Collecting "votes" in the form of tokens in jars regarding different opinions on the event
- Getting attendees to produce drawings or artwork as part of the activity about their ideas and views, that you can then collect and display

### Post event surveys

If they don't detract from the enjoyment of the activity, surveys are great to capture responses, and can also be issued after the event if you have contact details for your guests.

These can include:

- Questions regarding the venue itself, and accessibility
- Questions regarding the event as a whole if the activity is part of a larger event such as a country fair or festival
- Thoughts on costs and travel
- Feedback on the topics covered and thoughts and opinions on the activity execution
- Space to offer recommendations for improvement

- A way for attendees to get involved or find out about future events

### Keeping data secure

Remember when issuing surveys to also ensure that you state clearly what you'll be using the feedback for, how long you'll be storing the data for, how it will be kept secure, and how it will be destroyed.

More information on data protection can be found on the GOV.UK website [www.gov.uk/government/collections/data-protection-act-2018](https://www.gov.uk/government/collections/data-protection-act-2018)

### Feedback from your volunteers

Volunteers are often essential for the delivery of outreach and engagement activities, so ensuring their experience was the best it could be is imperative to the success of the event. Consider how volunteers found the delivery of the activity, the run up to the activity itself and how they felt they were managed, and their suggested improvements.

### Self-reflection

It is also important to take time to record how you as the activity organiser felt about the event.

Things to consider and record include:

- How you felt the event went on the day
- How you felt organising the event went
- Challenges you faced and how you overcame them
- Successes of the event and how you might replicate them in the future
- Improvements you can make
- Lessons you can take forward for future events
- People you met and potential future partnership opportunities

---

## Contact your local branch

You should contact your local RSB branch who can help you run your event and make sure they're aware of the work you are doing.

They are a great source of support and can let you know about any grants that are available to help towards the cost of your event.

They also have a lot of resources already available online to help with event planning, publicising and running, and can also put you in touch with others in the area who are interested in biology and may want to get involved too.

Get in contact with your local branch via email:

Beds, Essex and Herts	<a href="mailto:bedsessexherts@rsb.org.uk">bedsessexherts@rsb.org.uk</a>
Devon and Cornwall	<a href="mailto:devoncornwall@rsb.org.uk">devoncornwall@rsb.org.uk</a>
East Anglia	<a href="mailto:eastanglia@rsb.org.uk">eastanglia@rsb.org.uk</a>
East Midlands	<a href="mailto:eastmidlands@rsb.org.uk">eastmidlands@rsb.org.uk</a>
Kent, Surrey and Sussex	<a href="mailto:kentsurreysussex@rsb.org.uk">kentsurreysussex@rsb.org.uk</a>
London	<a href="mailto:london@rsb.org.uk">london@rsb.org.uk</a>
North Western	<a href="mailto:northwest@rsb.org.uk">northwest@rsb.org.uk</a>
Northern	<a href="mailto:northern@rsb.org.uk">northern@rsb.org.uk</a>
Thames Valley	<a href="mailto:thamesvalley@rsb.org.uk">thamesvalley@rsb.org.uk</a>
Wessex	<a href="mailto:wessex@rsb.org.uk">wessex@rsb.org.uk</a>
West Midlands	<a href="mailto:westmidlands@rsb.org.uk">westmidlands@rsb.org.uk</a>
Western	<a href="mailto:western@rsb.org.uk">western@rsb.org.uk</a>
Yorkshire	<a href="mailto:yorkshire@rsb.org.uk">yorkshire@rsb.org.uk</a>
Scotland	<a href="mailto:scotland@rsb.org.uk">scotland@rsb.org.uk</a>
North Wales	<a href="mailto:northwales@rsb.org.uk">northwales@rsb.org.uk</a>
South Wales	<a href="mailto:northwales@rsb.org.uk">northwales@rsb.org.uk</a>
Northern Ireland	<a href="mailto:ni@rsb.org.uk">ni@rsb.org.uk</a>
Australasia	<a href="mailto:australasia@rsb.org.uk">australasia@rsb.org.uk</a>
Hong Kong	<a href="mailto:hongkong@rsb.org.uk">hongkong@rsb.org.uk</a>

Check out regional branch resources online: [www.rsb.org.uk/regional-resources](http://www.rsb.org.uk/regional-resources)

Find out what events are already happening near you: [www.rsb.org.uk/regional-events](http://www.rsb.org.uk/regional-events)

Find out more about our branches: [www.rsb.org.uk/regional-activity](http://www.rsb.org.uk/regional-activity)

Many of the RSB branches also have their own social media channels. You can find their facebook pages by searching on Facebook using the branch name, and a list of branch twitter accounts can be found here: [twitter.com/RoyalSocBio/lists/rsb-regional-branches](https://twitter.com/RoyalSocBio/lists/rsb-regional-branches)

---

## Contact us

You can find further information on our website about running Biology Week events:

More about Biology Week	<a href="http://www.rsb.org.uk/biologyweek">www.rsb.org.uk/biologyweek</a>
Our 2018 events calendar	<a href="http://www.rsb.org.uk/biologyweekcalendar">www.rsb.org.uk/biologyweekcalendar</a>
Guidance on how to run an event	<a href="http://www.rsb.org.uk/organise-an-event">www.rsb.org.uk/organise-an-event</a>
Logos and branding	<a href="http://www.rsb.org.uk/biology-week-branding">www.rsb.org.uk/biology-week-branding</a>
Press and communications help	<a href="http://www.rsb.org.uk/biology-week-comms">www.rsb.org.uk/biology-week-comms</a>

You can also contact the RSB via our social media channels if you need help promoting or sharing your content:

Twitter	<a href="https://twitter.com/RoyalSocBio">@RoyalSocBio</a>
Instagram	<a href="https://www.instagram.com/RoyalSocBio">@RoyalSocBio</a>
Facebook	<a href="https://facebook.com/RoyalSocBio">facebook.com/RoyalSocBio</a>

For further information on Biology Week or advice on running an event please contact:

### **Philippa Skett AMRSB**

Press & Communications Manager

[philippa.skett@rsb.org.uk](mailto:philippa.skett@rsb.org.uk)

We can offer advice and guidance from our public engagement team via email, over the phone, or in person if you are in London.





Charles Darwin House, 12 Roger Street, London WC1N 2JU  
Tel: +44 (0)20 7685 2400 | [info@rsb.org.uk](mailto:info@rsb.org.uk) [www.rsb.org.uk](http://www.rsb.org.uk)



Registered Charity No.277981 Incorporated by Royal Charter