



## Increase awareness of your research – join the Festival of Research

The annual nationwide Festival of Research is drawing closer.

This year, Aarhus University will be opening its doors to the general public on **Thursday 26 April from 14:00-18:00** in and around Stakladen, and the theme of the event is FASCINATING RESEARCH. This is an opportunity for you and your fellow researchers to present your work to a popular audience.

### Your research will reach a broad audience

Historically, at least 1,200 members of the general public visit us during the Festival of Research, which is a free event open to all. In addition, the promotion of the event will draw enormous attention to Aarhus University's activities, among other things through the distribution of the event programme to approx. 150,000 households in and around Aarhus, banners and digital billboards in the city, as well as posters, flyers and direct marketing to relevant stakeholders. We also make a special effort to generate media coverage of the event and the research that is presented.

### Quotes from researchers who have previously participated in the Festival of Research:

*"The Festival of Research is an excellent opportunity to engage in dialogue with ordinary taxpaying Danes who are interested in what's going on in the world of science. It's challenging and entertaining to communicate research to all age groups with no special insight into scientific questions."*

Mogens Christensen, associate professor in chemistry/nanotechnology at AU

*"The Festival of Research is a cool opportunity to communicate your research to a very general audience – and a really good exercise in turning the nerdy area you work with into something alive and relevant from society's perspective. You can also have the good luck to be asked unexpected questions which give you a new angle on your field."*

Annette Bruhn, marine ecologist at AU

### This year's focus is fascinating research

The goal is to give the general public an impression of the entire spectrum of fascinating research which contributes to Aarhus University's international reputation as a broad, research-intensive university of excellence.

The theme is intended to encourage the communication of a broad variety of research fields to a wide audience. All academic staff from all faculties are welcome to contribute activities, and the Festival of Research is an excellent opportunity to increase public awareness of your research area.

### How to get involved

Both seasoned researchers and junior research talents can get involved, and all proposals for activities are welcome: the more spectacular, inspiring and interactive, the better. You can present your research through one of the following types of activities, which have previously been well-received by the public:

- Speed lectures lasting 10 or 20 minutes (including question time) in a lecture room, in which you present your field of research in an engaging and entertaining way.

- A stand in Stakladen with hands-on experiments, workshops, exhibits or other activities that involve visitors.
- Interdisciplinary panel discussions or workshops that involve the audience.

#### **What you DON'T need to worry about ...**

AU's Events and Communication Support team will handle:

- Logistics related to booking rooms
- Logistics related to tables, chairs, poster walls, power for stands, etc.
- Marketing of the event

#### **Register by Thursday 1 March 2018**

[Fill out the registration form available here](#), and send it to Charlotte Boel at [cbo@au.dk](mailto:cbo@au.dk) no later than Thursday 1 March. Write a description in five lines of the research you want to present in easily understandable language with a catchy heading which can be used as a teaser for your activity in the programme.

#### **More information**

Find out more at [www.au.dk/fd](http://www.au.dk/fd), or contact AU's Festival of Research project manager: Charlotte Boel, tel. +45 8715 3038/+ 45 3069 8081 or email: [cbo@au.dk](mailto:cbo@au.dk)

You will receive further practical information about the event in mid-March.

#### **About the Festival of Research**

The Festival of Research is a nationwide knowledge festival that takes place each year in late April (week 17), with more than 600 events and 75,000 visitors. The Festival of Research was established by the Ministry of Higher Education and Science, and one of the goals of the festival is to celebrate the fundamental dimension of curiosity in research and to create more relationships between researchers and society.

[Read more at www.forsk.dk](http://www.forsk.dk)