

FUTURES: European Researchers' Night 2018

Work Package 1: Awareness Campaign report

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Management of Awareness Campaign

The awareness campaign for FUTURES European Researchers' Night 2018 was coordinated by the University of Bath (UoBa), supported by marketing consultant Natalie Hewlett and the public engagement and press teams at the University of Bristol (UoB) and Bath Spa University (BSU).

Branding

The FUTURES: European Researchers' Night logo was created to be used across the 2018 and 2019 events. Action was symbolised with the 'play' icon, which also suggests looking to the future. This logo was used across all marketing materials, both digital and print, with different yet consistent versions suitable for each medium.



Figure 1: The FUTURES: European Researchers' Night logo created for all awareness raising materials

Target Audience

The target audiences for FUTURES: European Researchers' Night were:

- Independent adults in Bristol and Bath with an interest in science.
 - Sub groups: young adults 16-24, 25-45, 45+
- Independent adults in Bristol and Bath with an interest in art and culture
 - Sub groups: young adults 16-24, 25-45, 45+
- School children and school teachers
- Families

Specific marketing activities were carried out to target each of these audiences, in line with relevant events developed with the audiences in mind.

- Independent adults in Bristol and Bath with an interest in science.

- Social media marketing (including paid promotion) targeted at adults in the specified geographical region, within each of the detailed age brackets, who had listed an interest in science or research on their profiles.
- Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as 'University of the Third Age'.
- Media activity aimed at promoting events to this audience.
- Posters and flyers in community centres and public spaces.
- Independent adults in Bristol and Bath with an interest in art and culture
 - Social media marketing (including paid promotion) targeted at adults in the specified geographical region, within each of the detailed age brackets, who had listed an interest in the arts and culture on their profiles.
 - Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as the 'Women's Institute'.
 - Media activity aimed at promoting events to this audience.
 - Posters and flyers in community centres and public spaces.
- School children and school teachers
 - Direct communications to schools within the local area were made through existing school networks held by the University of Bristol Public Engagement team. A particular focus was placed on contacting schools serving more deprived areas.
- Families
 - Social media marketing (including paid promotion) targeted at families in the specified geographical region, with parenting or childcare interests.
 - Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as 'Bath Mums' and 'The Bristol Parent'.
 - Media activity aimed at promoting events to this audience.
 - Posters and flyers in community centres and public spaces that are regularly used by families.

Ensuring compliance with guidelines

The EU Commission logo was included on all marketing materials produced for the events. The required text 'This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions,' was displayed on all marketing materials. The additional text 'FUTURES is part of European Researchers' Night, a programme funded by the European Commission with the aim of engaging the public in celebrating the latest and most innovative research at a local and an international level. FUTURES is one of over 300 events taking place in cities spanning 27 European countries' was also displayed on the FUTURES website, event sign up forms and post-event videos. The European Union flag was displayed on the website and at events.

Communication tools

Social media

Twitter

A previous Twitter account used for European Researchers' Night 'Bristol Bright Night' in 2014-2015 was reused and rebranded with permission ([@FUTURES_ERN](#)). This allowed the delivery team to

engage existing audiences in addition to building new ones. The hashtag #FUTURESNight was used before and during the events. A total of 416 followers were gathered during the campaign and 402 tweets were shared through the account. The hashtag was used 1983 times during the build up to and throughout the events. Tweets came from 945 unique accounts with a potential maximum reach of 1,825,050. Sentiment analysis found 99.2% of these tweets were positive or neutral.



Figure 2: A screenshot of the FUTURES 2018 Twitter page

Facebook

A previous [Facebook](#) page (used for 'Bristol Bright Night' in 2014-2015) was resurrected and rebranded with permission. As with the Twitter account, the team was able to reach new audiences and maintain existing ones. 89 people liked the page, 96 people followed it and 679 people viewed videos on it. Targeted social media marketing for events was carried out through Facebook directed at regional and local community interest groups and pages. Those that shared FUTURES content gave a combined reach of 425,665 people. A series of paid-for adverts was run through the account, reaching 10,370 targeted people in the region and resulting in sign-ups to the events through Eventbrite. For FUTURES 2019, more budget will be allocated to paid-for adverts on Facebook to engage wider audiences.

Instagram

Partner institutions and individual researchers used their existing Instagram channels to promote the events and to report from the events as they took place. For 2018, it was decided not to use a dedicated FUTURES Instagram as a channel to promote European Researchers' Night for 2018. This was because it was felt that the time constraints would not give enough time to grow an audience. This will be explored further for FUTURES 2019.

Snapchat

Partner institutions used their existing Snapchat channels to promote the events and to report from the events as they took place.

Reddit

Certain events were promoted on Reddit through the [Bristol](#) and [Bath](#) 'subreddits'.

Participating researchers

To support the *Day in a Life* activity (WP2), training was given to participating researchers to support them in using their own social networks to create videos and talk about their research. They created engaging video content that was widely shared and helped significantly in raising awareness of FUTURES.

Press, broadcast and online media

The FUTURES team worked with regional, local and hyperlocal press to raise awareness of FUTURES. A teaser video was released, along with a long lead press release and a short lead press release. After the event, a summary press release and images were issued. Participating researchers took part in journalist interviews. The total reach of media coverage was 813,595. Media coverage¹ was achieved in:

- Bristol Magazine (two pieces)
- [Bristol 24/7](#)
- Sam FM (radio station in Bristol)
- Bath Chronicle
- Bath Magazine

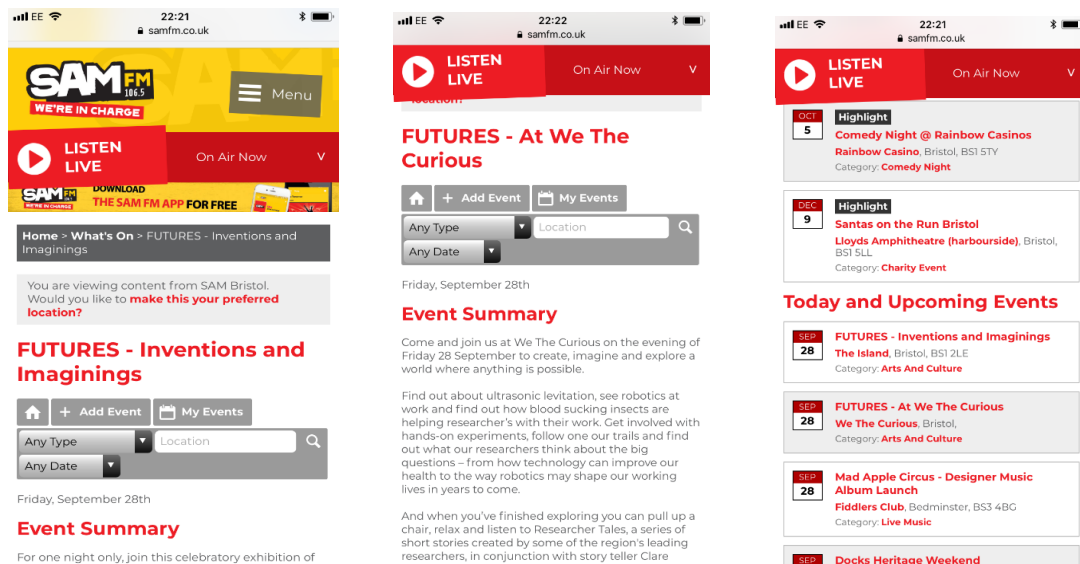


Figure 3: Images of coverage on SAM FM, a radio station in Bristol

General marketing materials

The following marketing materials were created to raise awareness of the events, and to ensure that all elements of the events were clearly branded as European Researchers' Night [see Appendix B for examples].

- Video
- Posters
- Leaflets for specific venues and events
- Pop up banners
- T-Shirts

Existing contacts

¹ Please note that unfortunately screenshots/links cannot be provided for some press coverage as items have since been removed from the host website. This has been noted for next year's reporting.

Each of the beneficiaries and partner organisations were provided with content to share with existing audiences, including established mailing lists, websites, social media feeds and newsletters.

Website

A new website was created in the bath.ac.uk domain to support FUTURES: European Researchers' Night. The website address is: <https://www.bath.ac.uk/campaigns/european-researchers-night-2018-futures/> and a short URL was also created: <https://go.bath.ac.uk/futures>

In the month preceding the event the FUTURES webpage received 1034 page views, with 848 unique users. The follow graph shows visitors by city.

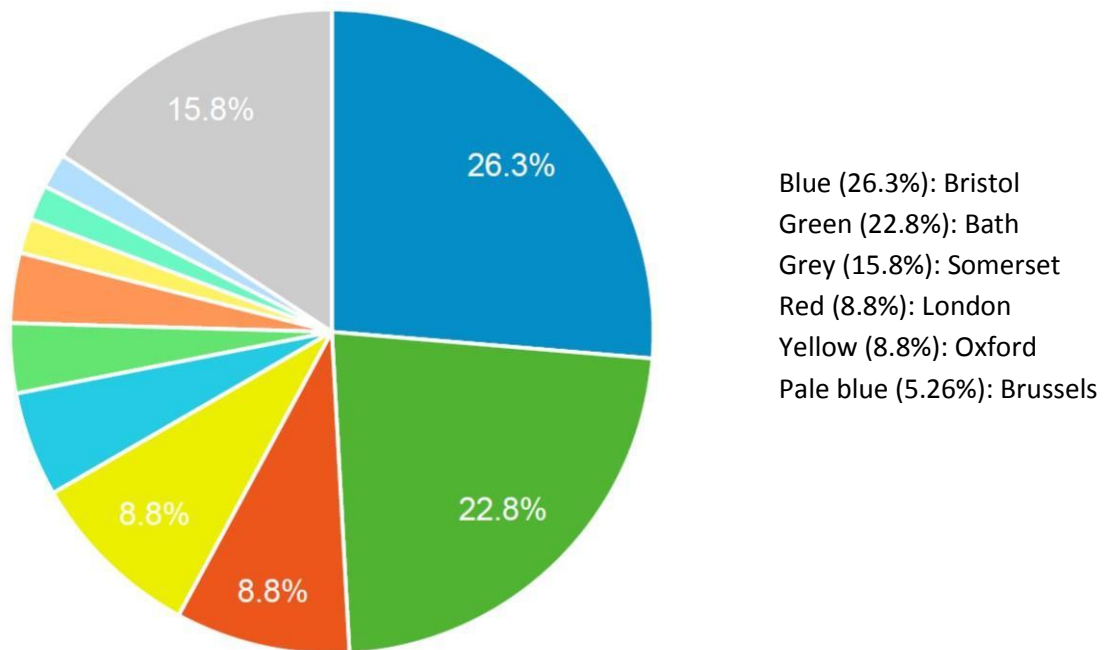


Figure 4: A chart to show visitors to the FUTURES website by city.

To reach wider audiences for FUTURES 2019, a microsite will be created to provide more flexibility and functionality. The University of Bath webpage template proved to be too rigid, particularly with regards to how content could be displayed. A microsite will allow us to create an interactive space with engaging and up-to-date content accessible by all partners on the project. It will also engage those who may not use social media.

Community centres and libraries

Posters and information about FUTURES were delivered to community centres, local cafes and libraries across the Bath and Bristol region. Within the Bath region there were 26 poster locations, with a potential reach of 13,000 people. Within the Bristol region there were 34 poster locations, with a potential reach of 17,000 people. Each community centre and library was also provided with digital materials that could be shared on their social media feeds, websites and to email mailing lists [see Appendix C for a full list of community centres and libraries].

Direct Contact

Each of the individuals involved in the running of FUTURES utilised direct contacts to promote the events. Each person informed their networks about the event, including relevant University societies and youth groups in Bristol and Bath. In total, 80 community and interest groups were contacted by email and shared content that had a reach of 39,475 people. A large number of organisations were also contacted specifically about targeted activities, for example 72 fitness and health experts in the region were contacted about the *Public Talk* on Breathlessness [see Appendix D].

Video teaser

A [teaser video](#) was created using content from existing videos of research and engagement in action. This was used in the awareness campaign before and during the events, and was shared on Facebook and Twitter, as well as being broadcast regularly on the 'Big Screen' in Bristol's Millennium Square.

Booking

Several activities had limited capacity so an [Eventbrite](#) booking system was used to guarantee visitors a place at the event. This was very successful and most activities were fully booked before the event. It also served an additional promotional purpose as all events were listed publicly. A total of 1187 people pre-booked tickets through Eventbrite. However, as a free programme of events it was expected that there would be many additional people who would turn up on the night. This was accounted for by implementing a sticker system for attendees to keep track of visitor numbers.

Marketing at Venues

We The Curious

We The Curious supported the event through the use of their existing relevant marketing database and social media channels. This included a FUTURES listing on the 'What's On' webpage; publicity in their weekly online newsletter; and posters in their busy 520-space city centre car park as well as in the venue itself.

We The Curious also provided free use of Bristol's Big Screen television located on Millennium Square outside the venue. This is an extremely high footfall area of Bristol. Adverts, event information, and the FUTURES trailer video were displayed in the two weeks leading up to European Researchers' Night. The Big Screen screened the FUTURES film 20 times a day on its general playlist, for two weeks between 7am-11pm, reaching a potential footfall of 260,000 people. The Big Screen Facebook page, which also ran the video, reached an additional 3220 people.



Figure 5: Bristol Big Screen in the city's Millenium Square © We The Curious

The Island

The Island displayed posters about FUTURES events, added them to its website and posted about them on its social media channels.

Central Library

The library displayed posters and gave out flyers about FUTURES and shared information about the event through its social media channels. They also sent information out to all of the region's subsidiary libraries for them to display, ensuring reach into smaller communities around Bristol.

The Edge

Information about FUTURES was sent to existing mailing lists of art and science enthusiasts, shared on The Edge's website, and through its calendar. Posters were displayed within the venue in the month running up to the event.

The Holburne

The Holburne Museum sent information to existing audiences subscribed to its newsletters, displayed posters within the venue, listed the event on its website and promoted it through its social media feeds.

BRLSI

The BRLSI used its mailing list to promote FUTURES, along with displaying posters in the venues windows overlooking the high-footfall area of Queen's Square in Bath.

44AD

The art gallery promoted FUTURES through its existing mailing list and on its website.

Street level marketing

A street-level notice board within the centre of Bath was also secured to promote FUTURES. It was located on a busy pedestrianized junction in a high footfall area of Bath. This display board was used to show posters for FUTURES events, and information on how to sign up for tickets. The area has a

daily footfall of 71,000, and the poster board contained FUTURES information for a week, totaling a reach of 497,000. It was important to have street-level marketing in Bath to put FUTURES on the radar as the city has not hosted European Researchers' Night previously.

Total Reach of Awareness Raising (WP1)

All elements of WP1: Awareness Raising, when compiled, achieved a total maximum reach of 3,898,812. This is broken down as follows:

Community groups by email: 39,475 people
Social media shares and groups: 425,665 people
Poster locations: 30,000 people
Milsom Street poster cabinet: 71,000 per day x 7 days = 497,000
Bristol Big Screen: 260,000
Bristol Big Screen Facebook page: additional 3220 people
Media coverage: 813,595
Direct email to personal trainers about breathlessness event: 72
Direct email to illustrators about illustration event: 61
Video views on Facebook: 3,039
Facebook likes + follows: 89 + 96
Twitter follows: 416
Website traffic: 1034
945 unique accounts tweeting using hashtag, with 1,825,050 potential reach

Appendix A: Press releases

Long-lead press release – August 2018

Two cities, twelve venues, 100 researchers, one night

FUTURES 2018 is a celebration of the exciting and cutting edge research taking place in universities across the region.

For one night only, on Friday 28th September, scientists, historians, psychologists, artists and philosophers are inviting you to join them to create, imagine and explore a future where anything is possible.

Organised by University of Bath, University of Bristol and Bath Spa, this series of free events, taking place across Bath and Bristol, are a unique opportunity for members of the public to experience first-hand how the innovative research taking place locally is helping to shape our future.

At FUTURES, researchers will demonstrate how their natural curiosity inspires them to question the world around them and drives them to find the answers that lead to everything from scientific and medical breakthroughs to a better understanding of how societies interact and cultures develop.

Members of the public are invited to question, challenge and engage with the work being showcased and provide their perspectives and insights on what research means to them.

From live experiments to interactive exhibitions, story-telling to art installations, FUTURES 2018 has something for everyone.

Events are being held at venues including We The Curious and The Island in Bristol and The Holburne Museum and The Edge at Bath University.

FUTURES is part of the annual European Researchers' Night programme which is funded by the European Commission under the Marie Skłodowska-Curie actions, and aims to engage the public in celebrating the latest and most innovative research at a local and an international level. Simultaneous events will take place in over 300 cities, spanning 27 European countries.

For more information: <http://go.bath.ac.uk/futures>

END

For more information, press only: Annie Johansen, 07966 094118, annie.johansen@hotmail.co.uk

Short-lead press release – September 2018

Twelve venues, 100 researchers, one night

Celebrate European Researchers' Night with FUTURES

A free festival of science and culture is coming to Bath and Bristol on Friday 28th September.

FUTURES is a series of free events to celebrate European Researchers' Night. It will bring together scientists, historians, psychologists, artists and philosophers from University of Bristol, University of Bath, Bath Spa University and Cardiff University, enabling people to experience first-hand the exciting and cutting edge research taking place locally.

From live experiments to interactive exhibitions, story-telling to art installations, FUTURES 2018 has something for everyone.

Members of the public are invited to stay 'Up Late' and visit We The Curious and Holburne Museum after hours, meet researchers 'on loan' at Bristol Central Library and take a guided tour with a difference around Bath.

The Edge in Bath is hosting an evening of sci-art and entertainment led by renowned science stand-up comedian, Dr Steve Cross, while at The Island in Bristol visitors can explore inventions used in research past and present and create their own.

There will also be a programme of public talks in both cities covering a wide range of topics from ultrasonic levitation and robots who care to the importance of plankton and the role of empathy in art.

All events are free to attend, including entry to We The Curious, however all the public talks and the event at The Edge are ticketed. Visit <https://www.eventbrite.co.uk/o/futures-17617817450> for more details of all events and to book tickets.

The programme of free events is also intended to inspire a new generation of researchers. A whole host of activities has been developed specifically for schools, and many of the events are aimed at young people and their parents.

Suzi Wright, FUTURES Project Coordinator: “The work taking place in our universities is helping to shape every part of our lives, from how we work, live and play to our understanding of the world around us and our place in it. We hope that by bringing researchers out from their labs and libraries we can bring research to life. At FUTURES the public can create, imagine and explore in a relaxed and fun environment.

“We are also hoping to inspire young people to consider a career in research by showing them how many different career options there are on offer. We’re thrilled to be bringing FUTURES to Bath and Bristol.

“All the events are free and are being held at some fantastic venues. We hope everyone who comes along to one of our events leaves feeling that they have learnt something new, experienced something new – and above all had a great time.”

FUTURES is part of the annual European Researchers’ Night programme which is funded by the European Commission under the Marie Skłodowska-Curie actions, and aims to engage the public in celebrating the latest and most innovative research at a local and an international level. Simultaneous events will take place in over 300 cities, spanning 27 European countries.

ENDS

NOTES TO EDITORS:

Website: <http://go.bath.ac.uk/futures>

Facebook: <https://www.facebook.com/FUTURESERN>

Twitter: @FUTURES_ERN #FUTURESNIGHT

Programme of events: <https://www.eventbrite.co.uk/o/futures-17617817450>

Post event press release - October 2018

Last Friday FUTURES Night came to Bristol and Bath

1 October 2018

The celebration of the exciting and cutting edge research taking place in universities across region saw hundreds of people flock to free events taking place at locations across the two cities.

At We The Curious members of the public were able to get up close and hands on with interactive exhibits and demonstrations at a Research Fair, while at The Island researchers hosted an exhibition of inventions used in research past and present.

Researchers were also out and about leading guided walks around Bath and chatting to commuters on the trains on the Severn Beach line.

The Holburne Museum hosted an exploration of the connections between women's creativity and their place in society and the evening ended with a performance of science stand-up at The Edge hosted by Dr Steve Cross.

Local school children were also given the chance to get involved with special schools events hosted at We the Curious and Bath Spa University Campus.

FUTURES was organised by University of Bath, University of Bristol and Bath Spa. This European Researchers' Night project was funded by the European Commission under the Marie Skłodowska-Curie actions. FUTURES was one of over 300 events taking place in cities spanning 27 European countries.

Simultaneous events took place in over 300 cities, spanning 27 European countries.

FUTURES will be back again next year! Follow us on Facebook

<https://www.facebook.com/FUTURESERN> and Twitter @FUTURES_ERN #FUTURESNIGHT

ENDS

Appendix B: Examples of marketing materials

Video



Figure 6: Screenshot of the FUTURES 2018 [video](#)

Posters



Figure 7: Copy of a poster used to advertise FUTURES 2018

Pop up banners



Figure 8: Copy of a pop up banner used to advertise FUTURES 2018

T-Shirt



Image of FUTURES T-shirt design © Anna Barclay

Appendix C: Community centres and libraries provided with marketing materials

Libraries: Bath

Bath central library
Combe Hay library
Keynsham library
Larkhall library
Midsomer Norton library
Moorland Road library
Paulton library
Radstock library
Saltford library
Weston library

Libraries: Bristol

Avonmouth library
Bedminster library
Bishopston library
Bishopsworth library
Bristol Central library
Clifton library
Filwood library
Fishponds library
Hartcliffe library
Henbury library
Henleaze library
Hillfields library
Horfield library
Junction 3 library
Knowle library
Lockleaze library
Marksbury road library
Redland library
Sea Mills library
Shirehampton library
Southmead library
St George library
St Pauls library
Stockwood library
Westbury library
Whitchurch library
Wick road library

Community centres: Bath

Bathwick Community Centre

Camerton Community Hall
Claverton Down Community Centre
Dunkerton Village Hall
Gateway Community Centre
Odd Down Community Centre
Percy Community Centre
Riverside Youth and Community Hub
Southside Youth Hub
St Mark's Community Centre
The Hut, Twerton

Community centres: Bristol

Barton Hill Settlement
Southbank Arts Centre
Southville Community Centre

Other public spaces:

Boston Tea Party, Bristol
BRLSI, Bath
Colonna and Smalls coffee shop, Bath
Friska, Bristol
Hall and Woodhouse, Bath
Pinkmans, Bristol
Raven pub, Bath
Society Café, Bristol

Appendix D: Community and interest groups contacted about FUTURES

Avon WI
Bath – What’s on
Bath and North East Somerset Council
Bath Business Improvement District group
Bath City Farm
Bath college
Bath Echo
Bath Festivals
Bath Live
Bath Spa Students Union
Bath Students Union
Bath what’s going on
Bath WIs
Best of Bristol
Bristol - What’s On?
Bristol 24/7
Bristol City Council
Bristol creative freelancers
Bristol for Europe
Bristol Home Education
Bristol Libraries
Bristol Live
Bristol Media
Bristol Mum
Bristol Natural History Consortium
Bristol News
Bristol parent
Bristol Sci Comm network
Bristol Steiner School
Bristol Students Union
Bristol TV
British Psychological Society south west brand
BS3 Connect
BS3 Mums and Dads
BS4 Connect
Clifton WI
Creative Bath
Dunkerton WI
Families in Bath group
Forest Schools Network
Foxhill and Mulberry Park what’s on
Freelance charity sector comms network
Girlguiding Bath

Girlguiding Bristol and South Gloucestershire
Gloucester Road WI
Home Education in Bath and NE Somerset
Hot Bath
JISC Science mailing list
Kilter Bath
Minerva WI
NCVO Bristol Network
NextDoor Bristol
North Somerset Home Educators
Paper Arts
Redbrick House
Science City Network
Science Communicators Network
Scouts Associations Network
Sing and Sign Bath
Southgate Bath
St Werburgh's City Farm
Steiner Academy Bristol
Steiner Academy Frome
The Creation Station Bath
Things to do with kids in and around Bristol
Vinyard Bath
Visit Bath
Visit Bristol
We Love Bath
What's On Bristol
What's on Bristol
What's on Bath
What's on for children - Midsomer Norton and Radstock
What's on in and around Bath
What's on in Weston Super Mare
What's on Somerset Events
Wiltshire – what's on?
Windmill Hill city farm
Women in Science at BSU
Women's Equality Party Bath