

# Engaging formats for science events

*Discovering researchers and research through communication formats that can be used in science events.*



Leonardo Alfonsi



PSIQUADRO

CERN  
19 September 2018

The SQUARE becomes a LAB

The LAB becomes a SQUARE

# In the square 1



**The need for personalization**  
Logistics  
Routines

# In the square 2



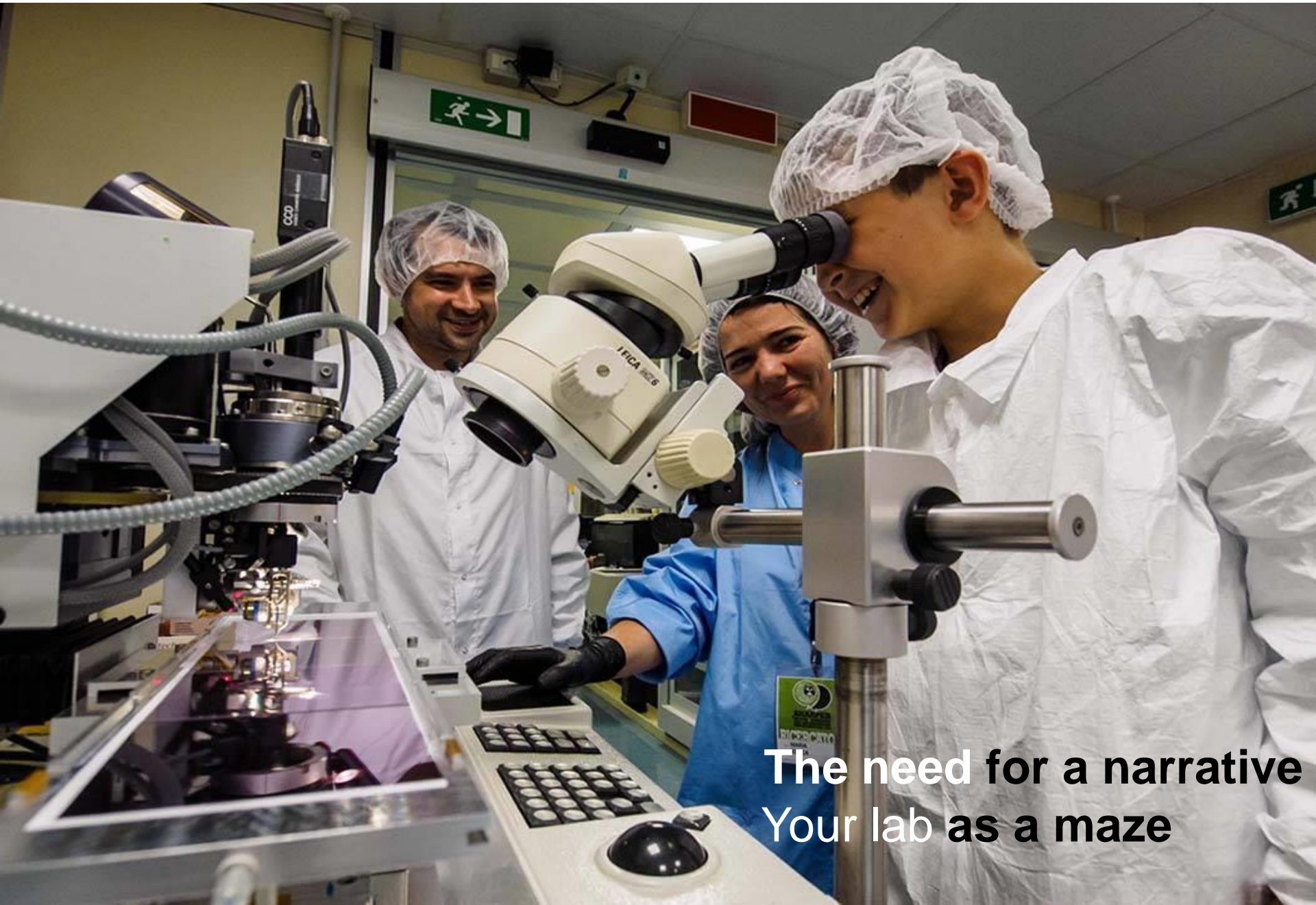
**Taking risks to innovate**  
**Observations**  
**Trainings**

# In the square 3



Science is not for me but...  
Ready for a detour  
Pleased to be involved

In the lab



**The need for a narrative**  
**Your lab as a maze**

UNUSUAL venues for “STANDRAD” talks

STANDARD venues for UNUSUAL  
ACTIVITIES

# At the pub



**Learn to listen to**  
**Understanding the place**  
**Understanding the people**



# At the museum



**Creativity applied**  
Reconceiving a routine

# At the museum



**Creativity applied**  
**Reconceiving a routine**

# At the supermarket



Be brave  
Enthusiasm is contagious but...  
Adapt

On STAGE

# On stage 1



Learn to be a storyteller  
Identify a story  
Less is more

# On stage 2



**Learn to be a demonstrator**  
Experiments are stories  
The sense of wonder

# On stage 3



Learn to be a performer  
Your body is a tool  
You are part of the experiment

# On stage 4



Social, personal, and physical context

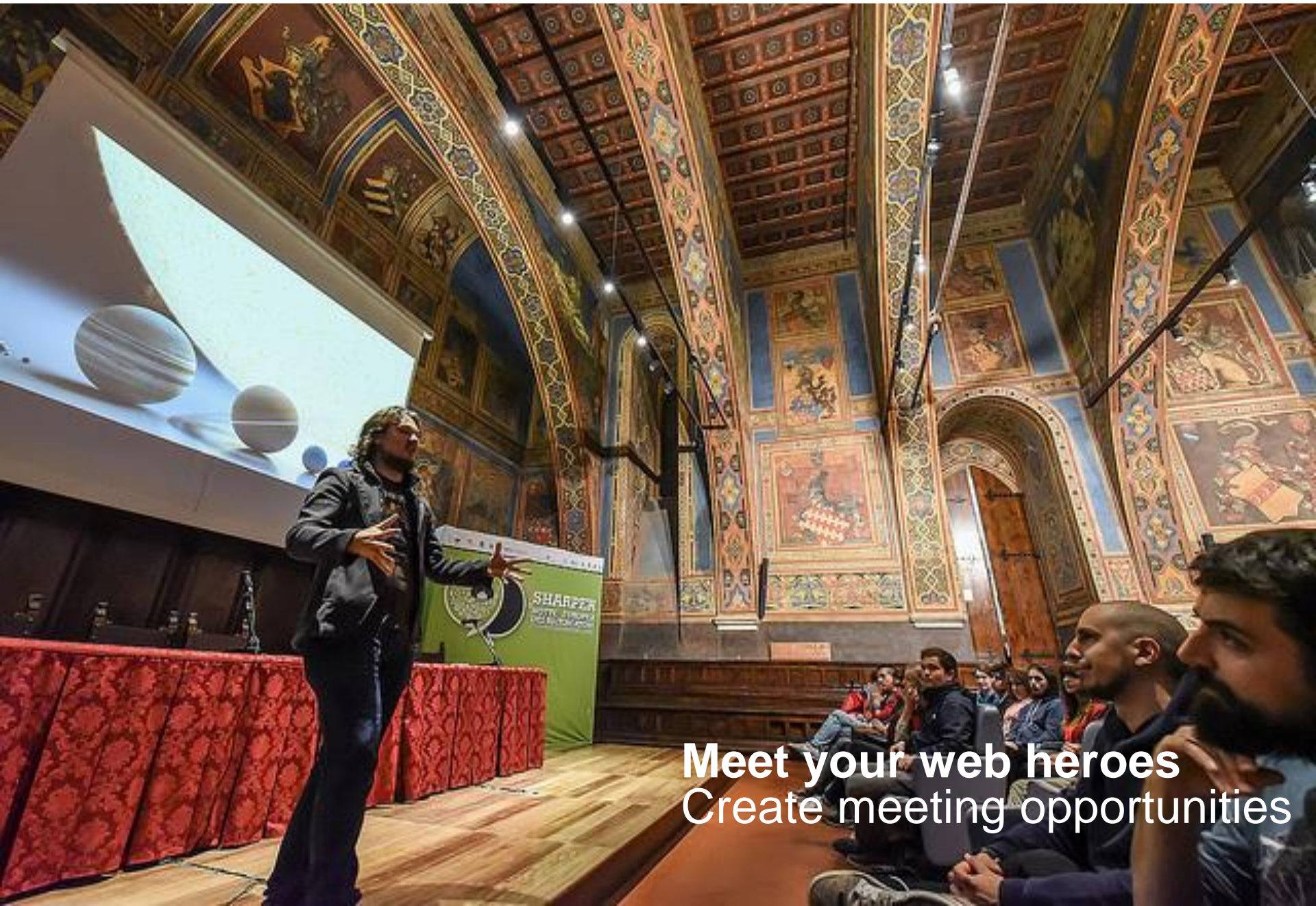


On stage with...



**Meet other experts**  
New metaphores  
Develop a rigorous script

On stage from youtube



**Meet your web heroes**  
**Create meeting opportunities**

# GAMIFICATION

# A TV game adapted



**Reshape usual formats**  
**Play to motivate**

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