

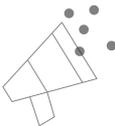
Handbook Book a Scientist



Welcome to the 'Book a Scientist' handbook

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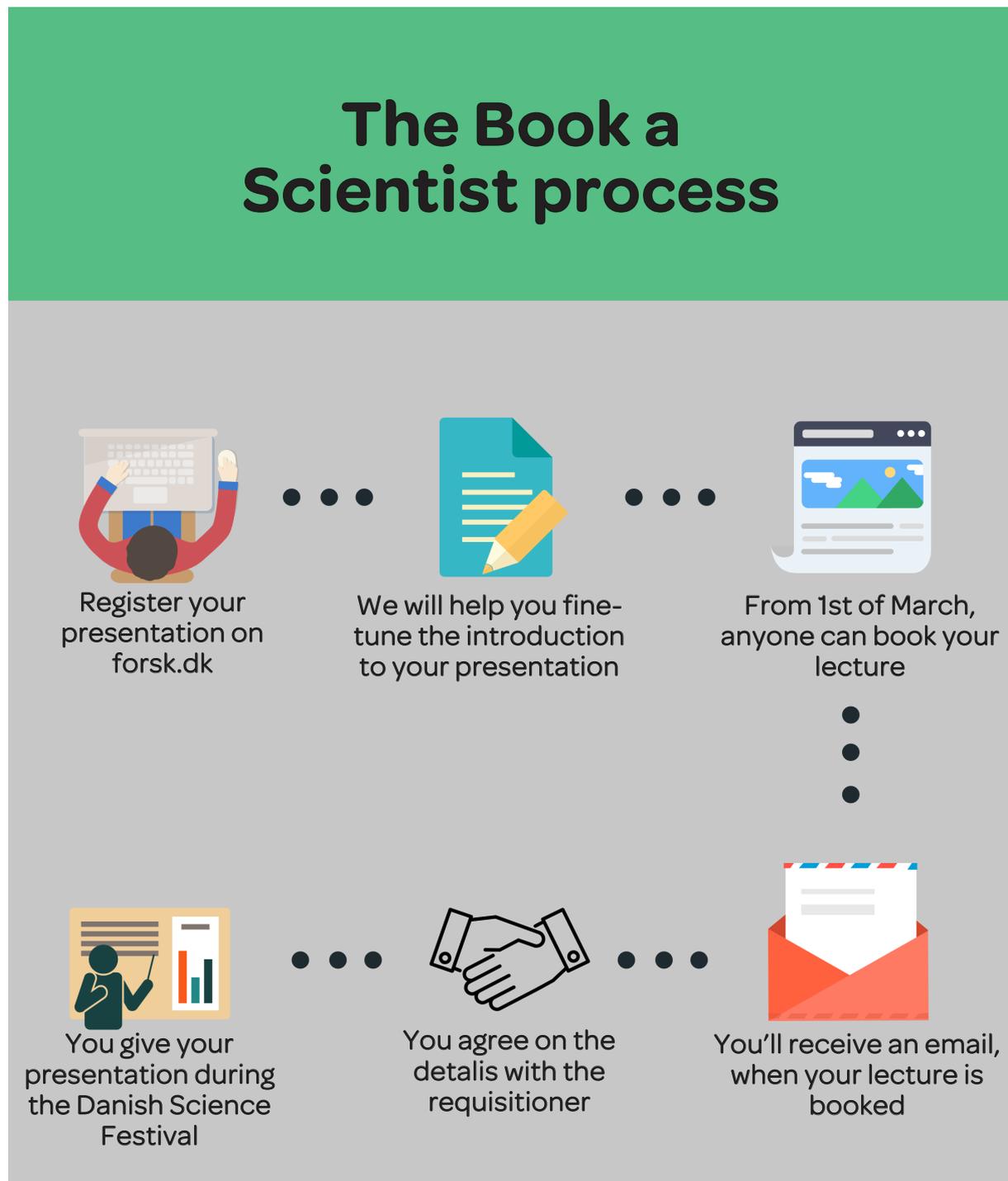
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1. What is Book a Scientist?

Book a Scientist is a **Danish Science Festival** initiative; an annual week-long festival organized by The Ministry of Higher Education and Science. Book a Scientist is a presentation scheme, where scientists can register a presentation to be included in the Danish Science Festival.

Overview of Book a Scientist - from start to finish:



Why Book a Scientist?

Book a Scientist is an initiative, where scientists communicate their knowledge to the general public. The festival aims to communicate science and research in order to strengthen the relationship between scientists and the general public in Denmark.

What do I gain from Book a Scientist?

Book a Scientist is voluntary. Therefore you will not receive a fee if you participate. Book a Scientist does, however, give you the opportunity to strengthen your communication skills, and hopefully it will provide you with some positive and enriching experiences.

Scientists, who have already participated in the program, enjoyed it very much. Bente Jensen, professor of education, Danish School of Education, said following her participation

»To enter into a dialogue with the users is, in my opinion, one of the most important things a scientist can do (...) It also sharpens my own research because I have to present it to a different target audience. I focus in a completely different way.«

When you communicate your research, you strengthen your communicative skills. Thereby you are able to articulate yourself better and more accurately because you are constantly challenged to talk to a different audience than peers or students. When talking to laypersons it is important to avoid scientific vernacular, to start by presenting your results, and to cut the presentation to the bone.

By participating in the Book a Scientist scheme, you help strengthen and qualify public debate and critical thinking. In 2018, 24.000 Danes took part in the 526 Book a Scientist events.

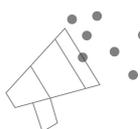
How much time is needed?

The Danish Science Festival lasts one week, but you do not need to participate all week. It's up to you which days, when you want to take part, and where you want to give your presentation. Let us know the details when you sign up.

Who will book my presentation?

Anyone can order your presentation - private individuals, libraries, associations, schools, colleges, companies, and municipal departments.

To book a presentation, the requisitioners must guarantee an audience of at least 20 people and find a suitable venue to host the visit. Once the Secretariat of the Danish Science Festival has arranged the contact between you and the requisitioner, you agree on the details between yourselves.



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Fees and transport

Scientists participating in Book a Scientist will not receive a fee. All presentations are voluntary. The scientists will, however, get their travel expenses covered.

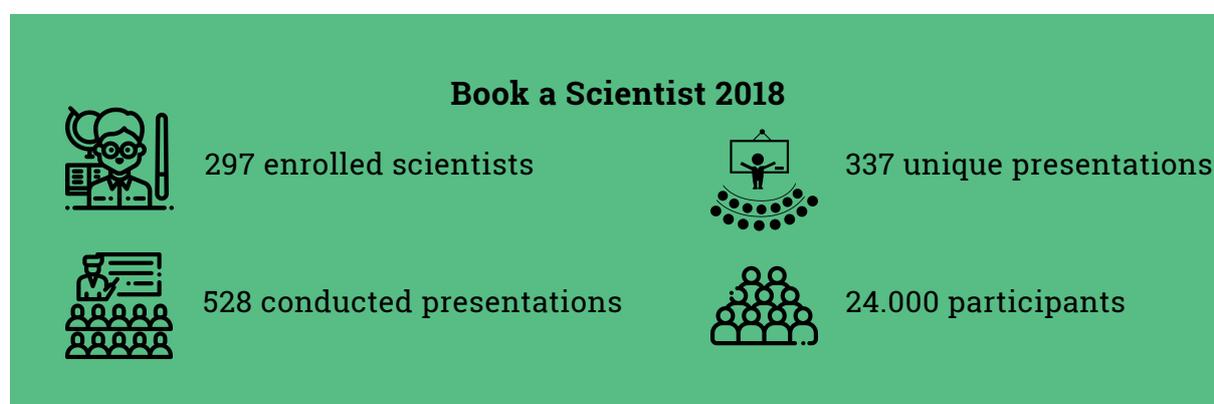
How the travel expenses are covered depends on where you are employed:

- **If you are employed by a Danish university**, your travel expenses will be covered by your university. The 13th of December 2016 the Ministry of Higher Education and Science together with Universities Denmark and several university directors decided that the universities will finance the Book a Scientist travel expenses, and that the scientists will no longer have to apply to their immediate manager. This means that you settle your travel expenses in the same way as you normally do in connection with work
- **If you are not employed by a Danish university**, the requisitioner of your presentation will cover your travel expenses. It is a requirement for booking a lecture that the requisitioner can cover the travel expenses.

When registering a presentation on forsk.dk, you will need to specify if your travel expenses are covered by your employer or the requisitioner.

Who can take part in Book a Scientist?

Book a Scientist defines a scientist as a PhD-student, a candidate who is employed as a scientific assistant, or a person employed by a public or private company with research as a primary task.



2. How to sign up?

If you would like to take part in Book a Scientist you can register one (or several) presentation(s). You can register a new presentation at this link:

http://forsk.dk/add_lecture_form.

Outline your presentation (see 'How to introduce your presentation - advice and tricks'). You will also have to state:

- where in Denmark you can give your presentation
- when it is possible to book a presentation
- who the target audience is

You will be asked for contact and personal information, which will not be made public.

When you register, you accept that we store relevant information.

FAQ

I have participated before, and would like to sign up with the same lecture again. What to do?

Contact us, if you wish to participate with a presentation which has been in the catalogue before. We can re-activate your presentation without you registering again.

What is the difference between the target groups: 'children', 'schools' and 'young adults'?

- **Children** - pre-school age for instance children attending day care facilities.
- **Schools** - children and adolescents in primary and secondary schools. There is a big difference between giving a presentation to children in the younger classes and to the older pupils. If you would like to give a presentation to a certain age group then contact us.
- **Young adults** - are the oldest pupils about to leave secondary education and college students.

Why is 'Title' listed twice?

The first 'title' is the title of the presentation - the title you wish to give your presentation.

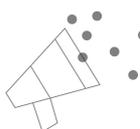
Under the contact information, the 'Title' is your academic or professional title.

How will I be able to fit Book a Scientist into a busy workday?

We do not expect you to participate all week. You are more than welcome to sign up for one day or if you can only find time to hold a single presentation.

Which picture should I upload?

The picture needs to fit the presentation. Choose something that illustrates your subject, which will make people want to book your presentation. If you do not have a suitable picture, we can help you find one. We recommend that you do not upload a portrait of yourself or a graph relating to your research.



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3. How do I describe my presentation?

We will now advise you on how to introduce your presentation, so that it will be interesting for your target audience.

Highlight the things that your target audience will find especially interesting

Before you start writing the introduction to your presentation, you need to be aware which elements will be of special interest to your audience.

Clarify the **relevance criteria** that makes an interesting story. You will find the most interesting elements by looking at your presentation with the relevance criteria as a prism. By highlighting one or several of these elements you can generate interest in your presentation:

News value: Highlight elements that are topical when you are giving your presentation. The Danish Science Festival is held in April so it could, for instance, be 'Spring', the occupation of Denmark during the Second World War or World Autism Awareness Day, which is on April the 2nd.

Essentiality: Focus on knowledge of important problems that affect large parts of society and that are also important to your target audience. That could be MRSA-resistance or research in support for socially disadvantaged.

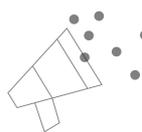
Identification: Talk about things that your audience can take an example from. It can either be relevant anecdotes from your own life, and/or advice on what your audience can do to prevent dementia, or reduce air pollution when using a wood-burning stove.

Conflict: If your presentation deals with a conflict, you can highlight this. For example, if you put social criticism or a defence/attack on pseudoscience, it will generate interest if you are brave enough to highlight this in the description of your presentation. Be prepared, however, that this tends to attract an audience hungry for debate.

Fascination: Some science stories can generate enthusiasm and produce even more curiosity. These are stories that make a potential audience think: 'It can actually be done!' Some subjects are always fascinating. For example, space, Vikings, giant constructions such as skyscrapers, animals, ancient Egypt, robots, explorers etc. Remember to highlight anything fascinating in the headline and text.

Myth busting: Does your presentation in any way contradict your target audience's accepted knowledge or myths? You can capture the audience's attention by highlighting the myth busters. It could, for instance, be the assumption that slim people are always healthy or that computer games make children dumb and anti-social.

In the future: What will your research lead to? Maybe you are helping to develop the technology behind the precision robot surgery of the future? Or maybe we will



experience fundamentally different primary schools in 30 years? Does your presentation deal with wild scenarios regarding our lives in the future? This could be an element you can highlight in your text.

Keep in mind, that the elements you emphasize should have a similarly prominent place in your presentation, or you might risk disappointing your audience.

Use 'I am going to talk about...' as a common thread

When compiling the introduction to your presentation, you need to define a common thread. You do not have the time to tell the audience everything there is to know about your research. Define what is most important. Using the phrase '**I am going to talk about**' can be helpful.

Finish the sentence: '**I am going to talk about....**' without using parenthetical sentences.

For example:

- **I am going to talk about** how the stories and pictures we are surrounded by affect your opinion on ourselves and the outside world.

Or:

- **I am going to talk about** how the genome editing tool, CRISPR, can be used to edit our genes, and how we 50 years from now might be able to cure cancer and cystic fibrosis.

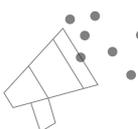
When you have decided on your 'I will talk about....' introduction you will have the common thread, which you can then use as an underlying common thread in the introduction to your presentation.

Start with the most interesting aspect

The introduction to your presentation should capture the attention of the target audience in the first two or three sentences. Use the relevance criteria to get some ideas.

For instance, you can outline in the first two sentences:

- A problem that is relevant for the target group (identification) or society (essentiality), which your research might help solve.
- A sensational claim that is relevant for your presentation (fascination or conflict)
- An ultra-brief description of a future scenario (the future). You can use qualifiers like 'maybe', 'probably', or 'hopefully' to express reservations in this very brief introduction.



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Examples:

Of course the Earth is flat!

What if the Earth is actually flat, the moon landings were a hoax, and Andreas Mogensen has never been to space? (fascination and conflict)

Will my sewer get smart?

And why does a lot of rain flood the streets? Have you ever been swimming in Copenhagen's harbor? In the last decade, engineers have been working on making your drainage system smarter so that the basement will stay dry, the fish in streams will be happy.... (identification)

Tales from the microbes in the sea

Single-cell organisms dominate the oceans. They play an essential role in the Earth's ecosystem, climate, fishing, and biodiversity. They are also home to any number of strange, crazy, and impressive tales (essentiality and fascination).

Think of a good headline

Your presentation will be part of a catalogue with many others. Your chosen headline needs to get the target audience to click on it and read about YOUR presentation. That is why you need to make it as enticing as possible. At the same time, the headline needs to be short and comprehensive in relation to your presentation.

Try to:

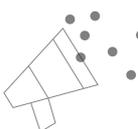
- make your headline specific
- use words that create images
- use active verbs

Headlines and opening sentences - examples

How does the atmosphere purify itself? (active verb)

Tough farmers and quarrelsome chieftains (adjectives that create images)

Greenlanders carry a treasure trove of knowledge (active verb plus subject and object create images)



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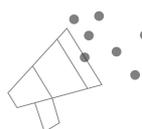
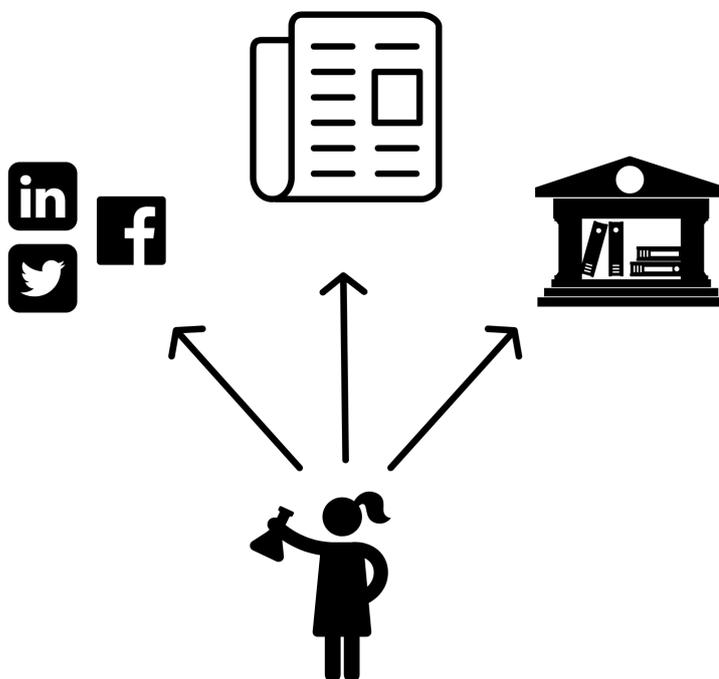
4. Promoting your presentation

Our aim is that all presentations are booked. Promotion of Book a Scientist is ongoing through several channels, and you are welcome to help find the right audience for your presentation.

As well as following the guide to a description of your presentation, you can promote the presentation yourself.

We recommend that you take the **target audience** into consideration. It might be schools, universities, private or public companies, organizations, sports associations, or libraries. Contact them to hear if they are interested in you visiting them.

You can also contact local papers, spread the word on social media or contact a communications officer at your place of work



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5. Guidance in connection with bookings

From the beginning of March right through to the beginning of April anyone can book your presentation. Every year the dates vary a little, but you can see them on our website www.forsk.dk. Book a Scientist is very popular and every year there are lots of bookings. We will contact you when your presentation is booked.

What happens once my presentation is booked?

You will know when and where your lecture has been booked when you receive a confirmation from us. The email will let you know:

- who booked your presentation
- where and when it is booked for
- your contact information and that of the requisitioner

When you have received the confirmation email you will agree on the last details between yourselves. We recommend that you agree on:

- the exact time of the presentation
- where you need to turn up
- who the audience is
- how many will attend

If your travel expenses are not covered by your workplace, you will need to agree on that beforehand.

Who is in charge of logistics

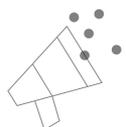
Once your presentation is booked it is up to us to work out logistics, so that time and location come together.

Example:

If your presentation is booked in Hjørring for Wednesday at 9 am and then in Faxe for 10.30 am, it is impossible to make both bookings. In that case, we will contact both you and the requisitioner to try and find another time. If it all works out, the booking is updated.

If we feel that you are able to make more bookings in one day, and you do not agree, you will have to contact us so that we can find a solution.

If you have to cancel, contact us as soon as possible,



6. Contact

Danish Centre for Science Communication oversees Book a Scientist 2019-2021. We appreciate feedback, and would like to answer any questions you may have.

Contact us on +45 24 40 97 59 or bestilenforsker@bestilenforsker.dk.

Danish Centre for Science Communication is part of Videnskab.dk. We would like to help communicate knowledge, which is why the Danish Centre for Science Communication explore and develop practical and efficient methods that scientists can make use of.

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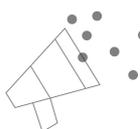
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