



## Registration for the 2017 Festival of Research is now open

The annual nationwide Festival of Research is drawing closer.

This year, Aarhus University will be opening its doors to the general public on **Thursday 27 April from 14.00 to 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.

*Please note that the event normally takes place on a Friday, but this year we have moved it to Thursday due to the Regatta 2017, which will take place on Friday.*

### This year's focus is fascinating research

The goal of this year's event 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.

This theme is intended to encourage the communication of a broad variety of research fields to a wide audience. Researchers 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. Here are a few examples of previous activities that have been successful:

- Speed lectures lasting 10 or 20 minutes (including question time), in which you present your area of research in an engaging and entertaining way.
- A stand in the lobby 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

### It's fun – and your research reaches a wide audience

Last year, at least 1,200 members of the general public participated in the Festival of Research, and this year, we expect that at least as many people will join us in and around Stakladen for the event, which is free and 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. 112,000 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.

### Register by **Wednesday 1 March 2017**

[Complete the registration form](#) and send it to Charlotte Boel at [cbo@au.dk](mailto:cbo@au.dk) **by Wednesday 1 March**. Your heading and description will be used as a teaser for your activity in the programme, so please remember to include a catchy heading and a short description of your research area written in easily understandable language.

### For 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. 8715 3038/3069 8081 or email: [cbo@au.dk](mailto:cbo@au.dk)

You will receive more practical information from us in mid-March.

### Quotes from researchers who have 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 of chemistry/nanotechnology at Aarhus University

*"The Festival of Research is a cool opportunity to communicate your research to a very general audience – and a really good exercise to turn 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 Aarhus University

### About the Festival of Research

The Festival of Research is an annual nationwide festival of knowledge that takes place in week 17 (the last week in April) and offers over 600 events all over Denmark with more than 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)

