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PLANETARIUM+
SCIENCE CENTER
The University of
North Carolina at Chapel Hill

Created 10/31/2023

Inviting Scientists to your Events

- **Questions to answer before reaching out**

- What is the ask? What do you want the scientists to do?
 - Presentation, Activity, Demonstration, etc.
- Will they be doing something that you provide them with, or do they have to come up with their own activity?
- Do they have to provide their own materials, or do you have some they can use or funds to cover their costs?
- Do they need to be there for the whole event?
- Will they have anyone assisting them or will they be assisting someone?
- Are you covering travel costs?

- **Where to reach out at a university**

- Office of Research Communication Staff
- College of Arts & Science Communications Staff
- Center for STEM Outreach/Education

- **Other places you can reach out to**

- National Institute of Environmental Health Sciences Speakers Bureau
 - [Speakers Bureau - Office of Science Education & Diversity \(nih.gov\)](#)
- Every county in North Carolina has a Soil & Water Conservation District Office
 - [NCDA&CS - Soil & Water Conservation Division \(ncagr.gov\)](#)
- NC State Extension Offices
 - [NC State Extension \(ncsu.edu\)](#)
- NC Sea Grant
 - [North Carolina Sea Grant \(ncsu.edu\)](#)
- NC Climate Office
 - [North Carolina State Climate Office \(ncsu.edu\)](#)
- Downtown/City Partnership
 - Example: [Experience Downtown Chapel Hill](#)
- Economic Development Offices
 - [Economic Development Partnership of North Carolina | EDPNC](#)
- Workforce Development Offices
 - [North Carolina Association of Workforce Development Boards | NCAWDB](#)
- Find the state organization focused on the topic that you are interested in
 - Examples
 - [North Carolina Association for Biomedical Research](#)
 - [Association for Women in Science - North Carolina](#)
 - [Science Communicators of North Carolina](#)
 - [North Carolina Section of the American Chemical Society](#)



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Things to Keep in Mind

The Pitch

- Make sure your goals align with their expectations.
- Do your homework and be strategic. (Flattery works.)
- Include your vision and why it would be fun. Include perks and set up a time to chat.
- Remember: the experience is beneficial for them, too.

Considerations

- Representation matters!
- Do you need to do a little science communication training?
- Make sure your goals and their expectations are aligned.
- Be nimble. Find flexible ways to participate (volunteers, storytellers, activity leaders)

The Event

- Maintain clear communication before, during, and after the event.
- Try to have a greeter / handler.
- Check in during the event.
- Encourage breaks so they can enjoy your space.
- Get pictures!

The Thank You

- Follow up with a thoughtful message.
- Include details if possible. Numbers served, evaluation data, participant testimonials, stories, pics.
- Stay connected!