

Science Museum London



Learning

- Informal Learning
- Aim to reach 1 million people through live sessions per year
- Life-Enhancing experiences



Outreach

- **High-impact, High-quality, Commercially viable**
- School Shows
- Theatre Shows
- Workshops
- Storytelling
- Teambuilding
- Interactive stands
- Communication skills



School Shows and Workshops



Interactive Festival Tent and Show

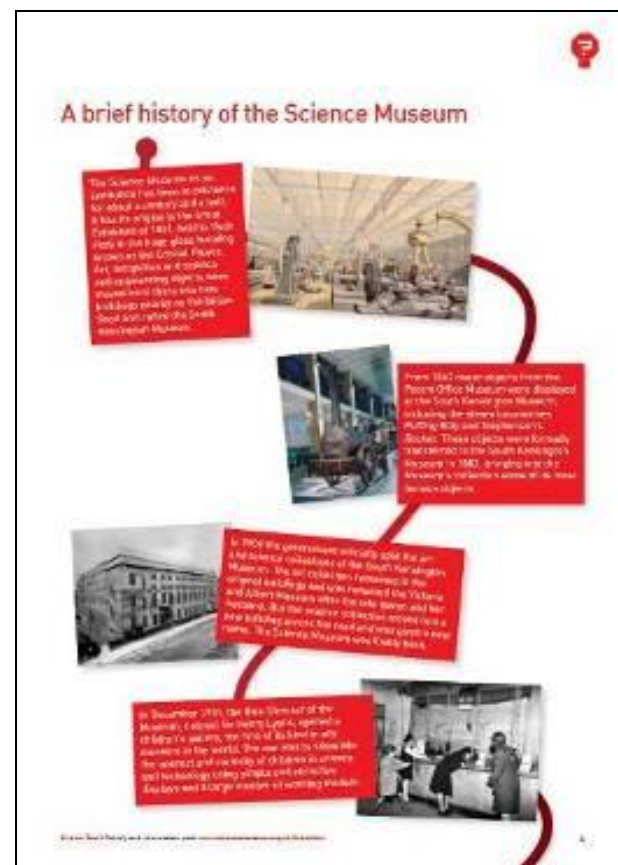
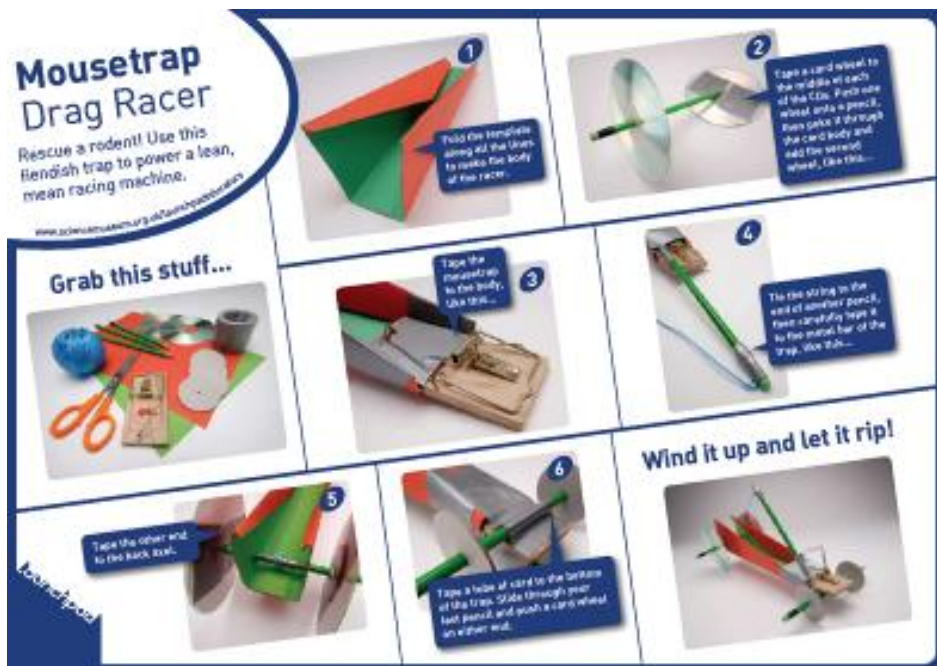


Science Museum Live on Tour



Teachers Courses and Resources

- Follow up resources
- Teacher courses



Guiding Principles

IPSOS Mori (2011) Research-
Attitudes to science formed at school

Life-Enhancing

- Engaging
- Memorable
- Inspiring



Clients

Prisons
Hospitals
Music festivals
Science Festivals
Schools
Theatres
Libraries
Businesses
International Outreach
Weddings



Evaluation

- Number of bookings and repeat bookings
- Commercial success
- Feedback from public and press reviews
- Feedback from sample schools

'Presenters were able to convey tricky information in a very entertaining manner' Teacher

'A thoroughly enjoyable afternoon. Actually forgot where I was' Inmate, Holloway Prison

Lessons Learnt

- Balance education and entertainment
- Important to match delivery style to subject and audience
- Don't become school
- Quality
- Same product, variety of clients



Ambitions

- Use objects on outreach
- Connect scientists to young people
- Scientific literacy

