

Doing Dialogue

To design a participative process for a consortium of UK science centres aimed at young people aged between 14-19 years old to feed into a national public consultation.

Section D: Implementation of the Procedure No. 12: Different Aspects of Implementation

Group 1 The Role of Marketing and the Media

Use these questions to summarise the role of marketing and the media in the chosen participative process. If you finish early please join group 2.

Why market the event?

Who should market this project? Science Centre Marketing team? Nuffield marketing? Science Centre public relations staff?

What should the message be? What will pupils gain from the experience?

What kind of marketing should be used? *Remember marketing has to attract teachers because they organise visits.* What is the best way to get the attention of teachers?

Why use newspapers and other media? What audience will you reach?

How would you use newspapers and other media to your advantage?

Summarise your answers for the rest of the participants.