

## Be Curious July 2021

**Saturday 10<sup>th</sup> – Friday 16<sup>th</sup> July**

### **Be Curious makes a return for 2021!**

The events of the last year have provided us all with a unique opportunity to explore, experiment and adapt our planned engagement activities. As we continue to respond to the changing national picture, we have to be flexible in our approach to planning Be Curious 2021

With your help, we plan to offer a programme of exciting, free, online talks, activities and video demonstrations and, should it be safe to do so, very limited in-person activities in a Leeds city centre location, from **10<sup>th</sup> – 16<sup>th</sup> July 2021**.

We welcome proposals from all disciplines, and whilst we have provided some suggested ways to get involved below, we encourage you to see Be Curious as a platform to experiment with your public engagement ideas. If you have an idea that falls outside of our suggestions, please get in touch with us to discuss at [peteam@leeds.ac.uk](mailto:peteam@leeds.ac.uk)

### Making a World of Difference

**This year Be Curious will spotlight the United Nations' Sustainable Development Goals (SDGs) and showcase how research here at Leeds is "Making a World of Difference".**

The SDGs make up a global framework to achieve a better and more sustainable future for all. Regardless of discipline, all research at Leeds, big or small, regional, national or global, contributes towards addressing global challenges and achieving the 17 goals. Read more about the SDGs and just some of the ways in which we are making an impact on the [Sustainability website](#).

In adopting this theme for Be Curious 2021, we hope to play a part in inspiring and celebrating the critical role that research has in delivering the SDGs and showcase the value that our research brings to both our local community and wider society.

## Get involved

Type of involvement	What?	Audience and requirements	When?
Live, virtual	<p><b><a href="#">Be Curious GOES LIVE</a></b></p> <p><i>Interactive virtual events for families, delivered via Zoom/livestreamed</i></p>	<ul style="list-style-type: none"> <li>• <b>Family audience</b></li> <li>• 30mins - 1hr session max</li> <li>• Hosted by you and a team who can support/moderate the event</li> <li>• PE Team will manage audience registration via Eventbrite</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 16<sup>th</sup> July</p> <p>After school time i.e. 4pm</p>
Live, virtual	<p><b><a href="#">Be Curious LATES</a></b></p> <p><i>A series of 10-minute talks for adults from researchers of any discipline, delivered via Zoom/livestreamed</i></p>	<ul style="list-style-type: none"> <li>• <b>Adult audience</b></li> <li>• 10 min talks followed by questions from the audience</li> <li>• Willing hosts also wanted!</li> <li>• PE Team will manage audience registration via Eventbrite</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 16<sup>th</sup> July</p> <p>Evenings</p>
Live, pre-recorded	<p><b><a href="#">Be Curious WITH US</a></b></p> <p><i>2-minute pre-recorded demonstration/activity videos</i></p>	<ul style="list-style-type: none"> <li>• <b>Family audience</b></li> <li>• Pre-recorded</li> <li>• Must be fun/engaging i.e., showing an activity that families can try at home</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 16<sup>th</sup> July</p> <p>Content uploaded to web daily, promoted via social media</p>
Live, in-person	<p><b><a href="#">Be Curious POPS UP*</a></b></p> <p><i>Interactive pop-up stalls held in a city centre location</i></p> <p><i>*Be Curious POPS UPS will only take place if it is safe to do so at the time of the event</i></p>	<ul style="list-style-type: none"> <li>• <b>Family audience</b></li> <li>• Limited number of stalls available (up to 3)</li> <li>• Minimum team size of 4 staff per stall</li> <li>• Activities should be interactive/engaging for passers-by, eg. individual maker kits</li> </ul>	<p>Saturday 10<sup>th</sup> July, 10am-4pm</p> <p>Leeds city centre</p>
Up to you!	<p><b>Your own suggestion!</b></p> <p><i>Want to try something new, experimental or different to what we have suggested? The PE Team are open to discussing your public engagement ideas!</i></p>	<ul style="list-style-type: none"> <li>• <b>Family/adult audience</b></li> <li>• Contact <a href="mailto:peteam@leeds.ac.uk">peteam@leeds.ac.uk</a> to discuss</li> </ul>	<p>Saturday 10<sup>th</sup> – Friday 16<sup>th</sup> July</p>

### Proposal form:

Once you have read the briefs below and decided how you would like to contribute, please fill in the [proposal form](#).

**The deadline for submitting your proposal is Friday 12<sup>th</sup> March**

**The deadline for submitting any pre-recorded content for Be Curious is Friday 14<sup>th</sup> May**

We will be using the Engaged Research Microsoft Team for all planning and communications leading up to the event. If you are not already a member, you will be added to the Team (or you can join [here](#)) and be added to a private 'Be Curious' channel.

### **Support for online activities:**

The Digital Education Service has developed the [Creating effective and engaging videos](#) resource to help you plan, develop and record effective and engaging videos. It's split into sections so you can jump in straight at the bit you're interested in/need help with. Some highlights include:

- templates for script writing/planning
- advice on your at-home filming set up - including audio, lighting, filming with a smartphone, webcam or tablet
- ideas and how-tos for creating varied video content - including screencasts, recorded interviews, adding voiceovers
- a tutorial on using Microsoft video editor, which comes as standard for Windows 10

The PE Team have created an ['Introduction to Online Engagement'](#) presentation to provide guidance and highlight existing resources available to support you in planning online engagement activities and content.

Please email the PE Team ([peteam@leeds.ac.uk](mailto:peteam@leeds.ac.uk)) if you have any questions or would like to discuss your ideas further before completing the proposal form.

## Be Curious GOES LIVE Guidelines

### ***Interactive virtual events for families, delivered via Zoom/livestreamed***

Do you have an idea for a virtual family-friendly event that could be delivered live? We'd like to hear from you! We're looking for fun, interactive sessions that could be a part of our Be Curious Goes Live programme, delivered in an after-school time slot.

**Deadline for proposals Friday 12<sup>th</sup> March**

**Live events Monday 12<sup>th</sup> – Friday 16<sup>th</sup> July**

#### **Some ideas for live events:**

- **Try this at home** – make-a-longs, experiments and craft activities that families can follow along with at home using basic equipment
- **A 'wow' demonstration** – showcasing a piece of equipment/object and its purpose or an experiment that cannot be done at home with room for discussion and Q&As
- **A live discussion/Q&A session** with a fun theme or hook
- **See examples of live events we offered last time by selecting 'Past Events' on [our Eventbrite page](#)**

#### **How long should the live event be?**

- We're looking for events that are 30 minutes – 1 hour long, to be delivered in the 'after-school slot', at 4pm on weekdays.

#### **How will the live event work?**

- Live events should be delivered via Zoom or Zoom Webinar and livestreamed to YouTube via StreamYard (the PE Team will share their license and advise on setting this up)
- The PE Team will promote the event and manage audience registrations via Eventbrite
- Live events should have at least 2 moderators in addition to the presenter (people to monitor chat/Q&A, provide technical support, manage slides etc)
- The PE Team will send a follow up evaluation form to attendees

#### **Tips for running live virtual events:**

- Keep it interactive! Ask your audience to submit questions, set quizzes and polls, run a Q&A, launch an interactive whiteboard – there are lots of options to keep people engaged!
- Share your screen to show slides, diagrams and relevant videos (this can relieve some of the pressure of being on camera and give you a short break)
- ALWAYS do a practice run through with all staff involved
- We've created an '[Introduction to Online Engagement](#)' presentation to provide further guidance and highlight existing resources available to support you in planning online engagement activities and content.

**If you'd like to run a 'Be Curious Goes Live' event, please let us know by filling in the [proposal form](#)! The PE Team will then arrange a time to discuss your ideas and the requirements for your event with you.**

## Be Curious LATES Guidelines

### **Virtual events for adults, delivered via Zoom/livestreamed**

Can you talk about your research for 10 mins in a way that's inspiring, interesting and easy to understand for adults without any prior knowledge? We're looking for engaging speakers from **all disciplines** to be a part of our virtual Be Curious LATES events, which will be held on evenings during Be Curious.

### **OR how about hosting?**

We're looking for enthusiastic, confident hosts to introduce our speakers and pose audience questions to them after each talk!

**Deadline for proposals Friday 12<sup>th</sup> March**

**LATES events Monday 12<sup>th</sup> – Friday 16<sup>th</sup> July**

### **The format is simple:**

- 60 minutes
- 3 speakers from a range of disciplines
- Each speaker gets 10 minutes to talk/present, followed by questions from the audience
- *Please note, we are looking for individual speakers – you don't have to find a trio to present with, just sign up and we'll coordinate the other speakers! We'll run multiple events based on levels of interest in getting involved!*

### **What sort of talks are you looking for?**

- Anything and everything! We want to showcase the wide range of research that is happening at the University and welcome talks from all disciplines
- You're welcome to prepare a presentation/screen share, but this is not essential
- Do you have props/equipment that you want to use? Include them!
- This year's Be Curious aims to spotlight the [United Nations' Sustainable Development Goals \(SDGs\)](#) – can you mention the SDGs or highlight one of the goals your research is working towards?

### **How will the live event work?**

- The PE Team will set up the event which will be delivered via Zoom or Zoom Webinar and livestreamed to YouTube via StreamYard - a run through will be held in advance of the event
- The PE Team will promote the event and manage audience registrations via Eventbrite
- A host will introduce each speaker and pose audience questions to speakers after each talk
- The PE Team will send a follow up evaluation form to attendees

**If you'd like to provide a 10 minute talk OR host a 'Be Curious LATES' event, please let us know by filling in the [proposal form](#)!**

## Be Curious WITH US Guidelines

### **2-minute pre-recorded demonstration/activity videos**

We are looking for short, snappy and fun videos that will encourage families and children to 'be curious' about research happening at the University of Leeds. These videos will be used online and promoted on social media during Be Curious.

**Deadline for proposals Friday 12<sup>th</sup> March**

**Deadline for final content Friday 14<sup>th</sup> May**

#### **Some ideas for video content:**

- **Try this at home** – make-a-longs, experiments and craft activities that families can do at home with basic equipment
- **A 'wow' demonstration** – showcasing a piece of equipment/object and its purpose or an experiment that cannot be done at home
- **Don't want to be on camera?** – get creative! This [simple stop motion animation](#) is a really effective way of communicating research!
- **Here are some great examples from 2020:**
  - o [Don't bin, repair! Attaching a shirt button](#)
  - o [What if genes can't keep up with climate change?](#)
  - o [Spider webs in the brain? Create your own!](#)
  - o [Backyard geophysics: from garden to glacier!](#)
  - o See our [YouTube playlist](#) for more!

#### **How long should my video be?**

- Videos should be **no more than 2 minutes** in length (this is important to ensure they can be shared on social media)

#### **How do we submit our videos?**

- Videos should be uploaded to the Files area of the Be Curious channel in the Engaged Research Microsoft Team

#### **Tips for making great video content:**

- Say hello! Introduce yourself briefly, stating what your area of research is at the University.
- Use language that is simple and understandable – think family-friendly!
- This year's Be Curious aims to spotlight the [United Nations' Sustainable Development Goals \(SDGs\)](#) – can you mention the SDGs or highlight one of the goals your research is working towards?
- We've created an ['Introduction to Online Engagement'](#) presentation to provide further guidance and highlight existing resources available to support you in planning online engagement activities and content.

#### **Technical tips:**

- Videos can be recorded at home using your computer's webcam or using a phone or tablet.
- If using a phone or tablet, we recommend using a tripod or setting it up in a way that it can remain stable and record videos horizontally if possible.
- The Digital Education Service has developed the [Creating effective and engaging videos](#) resource to help you plan, develop, record and edit effective and engaging videos.

**If you'd like to make a 'Be Curious With Us' video, please let us know by completing the [proposal form](#)!**

## Be Curious POPS UP\* Guidelines

### *Interactive pop-up stalls held in a city centre location*

We've all been missing in-person activity, so we're taking the first steps to getting back to it, by taking Be Curious out 'on tour'! We're looking for engaging activities that could be delivered to families on a limited number of stalls in Leeds city centre.

*\* Please note, we are only accepting expressions of interest for Be Curious POPS UP at this time, whilst we review whether running in person activities will be possible. The PE Team will monitor the local and national picture, taking into consideration health and safety and social distancing restrictions. Be Curious POPS UPS will only take place if it is safe to do so at the time of the event and it therefore may be cancelled at short notice.*

**Deadline for proposals Friday 12<sup>th</sup> March**

**Live event Saturday 10<sup>th</sup> July, 10am – 4pm**

### **How will the stalls work?**

- The PE Team will organise stall space for up to 3 interactive activities in a city centre location
- The PE Team will work with each activity leader directly to outline requirements for activities (i.e. displays, tables, power)
- Minimum team size of 4 staff per activity - we request that staff rotate **in pairs** throughout the day to cover 'open hours' on the stall (10am-4pm). To allow for social distancing, only 2 staff should be present/delivering their activity at any one time.

### **What sort of activities are you looking for?**

- We want to celebrate and showcase the fantastic research happening just up the road at the University, inspire our community and get them thinking about the true value of research: to them, to the city and to our society.
- Think interactive, think hands-on (we'll consider the wipe downs/sanitising required), think attractive and engaging for passers-by
- Average Saturday footfall in the city is 11,000. We don't expect everyone to want to take part, but can your stall offer activities that can attract people and be experienced in a couple of minutes (to keep traffic moving)?
- We're looking for activities that will be suitable for a varied audience, but especially families with young children

**If you'd like to express interest in running a 'Be Curious POPS UP' activity, please let us know by filling in the [proposal form](#)! The PE Team will then arrange a time to discuss your ideas and the requirements for your activity with you. Please note, we can only accommodate limited numbers of stalls (up to 3).**