

## Great Exhibition Road Festival 2024 – Freelance programme coordinator brief

*Brief: To curate and manage the development of zones of engaging and creative exhibit stands, workshops and other activities showcasing Imperial College London science at the Great Exhibition Road Festival 2024*

Proposed period of contract: 11 Dec 2023 – Friday 28 June 2024

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### **Background**

The Great Exhibition Road Festival is a free annual celebration of science and the arts in South Kensington and online. 20+ partners from across South Kensington come together to fill Exhibition Road, the Imperial Campus and partner buildings, with installations, exhibitions, research-based demonstrations, inspiring talks, creative workshop, and performances. The Festival will return next year across the 15 and 16 June, with Imperial College London once again leading on the delivery of the festival. For 2024, the festival has the theme of 'Flourish!' - exploring the concept of how science and arts help people, communities and nature flourish. The 2024 Festival aims to achieve an attendance figure over the 50,000 mark as part of a wider set of aims and objectives:

### **Aims of the Festival**

- To create a unique festival that connects some of the world's most iconic institutions in an inspirational fusion of the arts and sciences.
- To deliver a dynamic range of participatory visitor experiences that generate curiosity and a pioneering spirit among our audiences and institutions.
- To engage 50,000 people through events taking place on Exhibition Road and across partner institutions over the weekend of the Festival.
- To engage communities and audiences who do not usually access our institutions through co-created projects that are part of the Festival weekend.
- To celebrate diversity – the diversity of our communities, and that within art and science.

### **What will you be programming?**

Your main responsibility will be managing the planning and delivery of a collection of public friendly science and sci-art content that will form three themed zones in different locations across Imperial's South Kensington campus. Throughout October and November Imperial research teams will be writing up proposals for tabletop demonstrations, exhibitions, workshops, talks and performances, which the central festival organising team will subsequently review and divide up into zones for mapping onto the festival site. After this, these proposals will be shared with you, and this content will form the core constituent of your zones to manage. You will be provided a list of these proposals and introduced to the Imperial teams who proposed them shortly after you start.

We encourage our Imperial teams to offer our family and adult visitors a variety of ways to engage with these zones, so some budget is available to pay for external support and / or materials costs, particularly in the development of art-science or science-craft activities such as make and take workshops or collective builds. In general Imperial research teams will cover the costs of their own exhibits activities - any claims for financial support can be discussed with the Festival management team before approval.

\*N.B. In addition to the management of these zones you may be required to support on other Great Exhibition Road Festival programmes.

The type of Festival content you will be programming and managing inside your zones will include:

- Exhibits / installations – these are defined as tabletop exhibits staffed by teams from Imperial, or a Festival partner, who will spend their Festival weekend engaging the public with some sort of demonstration or interactive object handling element. Alternatively, an object / collection of objects (e.g. photography exhibition) can be installed within a space as a talking point which is also staffed by teams able to discuss the story behind the piece / exhibition with the public. In a Festival zone the majority of content usually comes from teams staffing tabletop stands like this. Most teams who proposed exhibits will have delivered something like it before so as zone manager your role will be identifying which teams require more support with their activities and focusing more of your time there and supporting teams to think more creatively about their exhibits.
- Workshops – defined as making / creating activities that take over an entire room or collection of tables. Festival workshops are mostly run as drop-in activities so thought must be put into staffing the space and the provision of instruction sheets to ensure each attendee knows what they are doing quickly after arriving. The workshops you will be working on (likely one per zone) will involve an Imperial academic team working in collaboration with a freelance artist, art educator or craft workshop facilitator that the Festival will commission – with your input. You will be much more hands-on and involved with your workshop teams than for your average exhibit stand team. This will include managing the relationship with any freelance collaborator, as well as inputting your own ideas to ensure the creation and delivery of an enjoyable, engaging activity over the weekend that engages the public and meets the academic's teams expectations.
- Misc – whilst the majority of zones content will fall into the categories of exhibits and workshops, there are opportunities to offer alternative experiences to public visitors should you find a suitable location and should the academic teams be keen to deliver this type of activity. Examples of these less common components of Festival zones might include art installations, pop up performances, public votes, short talks programmes and behind the scenes tours of nearby facilities.

### **Festival zone manager responsibilities**

1. Ensure high standard and relevance of content in your zones for our public visitors
2. Ensure Festival content reflects the aims and objectives of the festival where possible and, where appropriate, embraces the overarching themes of art and science coming together
3. Create a collection of activities that delivers great public engagement and a fantastic visitor experience through teams that have thought through their target audience and their prior

understanding of the research topic, as well as what sort of activities they might be keen to engage with at a festival, and how you can give the many hundreds of potential visitors each day a good experience of their activity

4. To review the proposals submitted by Imperial teams and use that as the basis for the development of engaging festival zones
  - o Advise teams on the most appropriate content ideas from their proposals considering the Festival aims and objectives and any limitations on floorspace / the size of their team
  - o Identify teams whose ideas are not appropriate or workable within the Festival context and support the development of alternative ideas that will work at this event and for this audience
  - o Ensure that there is a great mix of content in each of your zones – in terms of the types of subtopics covered under the central zone theme, as well as the types of engagement on offer – one or two creative workshop activities mixed with more scientific live experiments or technology demos, as well as opportunity for the public to get hands on or express their own opinions on the research being carried out by Imperial scientists
5. To manage and build relationships with the exhibitor teams allocated to you and act as their main point of contact for any Festival related queries.
6. Communicate and keep teams to the tasks and deadlines they need to meet if they wish to participate in the 2024 Festival. This will include:
  - o Collating and reading all health and safety documentation from each team, raising concerns around risky activities with Festival team early on
  - o Collating equipment needs
  - o Drafting proposed floor plans with your proposed layout for your zones
  - o Checking and signing off the final floor plan and equipment list whilst ensuring that they both correspond to one another
  - o Considering the number of volunteers needed over the Festival weekend and assigning specific roles for them and their supervisors
7. To report to the festival management team on progress, and where necessary, join them at meetings or make simple presentations to present updates
8. To feed into the Festival publicity campaign by identifying opportunities for raising awareness of content with potential attendees, as well as contributing to any printed, digital & social media marketing material and collateral. This will include:
  - o Producing a public facing title for each of your zones as well as brief description for publicity materials, the what's on pages of the Festival website, and the printed Festival programme
  - o Coordinate all signage, including wayfinding and the title and description copy for each activity in your space. This will need to be completed on a form provided by the central festival team
9. To adequately brief the volunteer team who will be supervising your zones across the Festival weekend during the periods you are elsewhere (e.g. lunch breaks / supervising another zone)
10. To support and supervise any set-up of festival content on the Friday and/or Saturday morning before the Festival opening:
  - o Meeting individual teams, showing them location, helping them where required, ensuring they have all the equipment that you requested on their behalf

11. Managing one of your festival spaces during all or part of the festival weekend and overseeing the pack down on Sunday evening. This will include managing volunteers allocated to your parts of the programme when onsite at the festival
12. To participate in Festival, debrief sessions and feedback on your experiences to help our planning of future Festivals

## KEY DEADLINES

### December

Due Date	Action
Mid December	Festival content manager provides you with list of proposals for each of your zones for you to review and make notes on
Mid December	Festival content manager provides you with scale drawing floorplans of your zone and accompanies you on tours of the locations to discuss how they can be used by festival exhibiting teams across the Festival weekend

### January

When?	Action
Ongoing	Start working with exhibitors on developing content – feeding back on their proposals over email or hosting calls / meetings with them to find out more about their ideas and how you can accommodate them within your zone
Mid-January	Festival content manager hosts an intro call with you and all your allocated zone teams which will cover the timeline and deadlines for key paperwork such as equipment orders, risk assessment form sign off, lunch voucher allocation and car parking requests

### February

When?	Action
Ongoing	Continue working with exhibitors on developing content – feeding back on their proposals over email or hosting calls / meetings with them to find out more about their ideas and how you can accommodate them
End of February	Present the initial outline of your zone in the form of a draft floorplan and initial equipment list

### MARCH

When?	Action
Mid-March	Draft zone descriptions for programme and website and submit to Festival team
End of March	Final zone equipment forms and floorplan to be submitted

**APRIL**

<b>When?</b>	<b>Action</b>
Ongoing	Collect and review RAs for each exhibit and workshop before submitting them to the Festival production team

**MAY**

<b>When?</b>	<b>Action</b>
Early May	Collect lunch requirements and car parking / car drop off requirements from your exhibiting teams
Mid May	Final and amended risk assessments submitted

**JUNE**

<b>When?</b>	<b>Action</b>
Early June	Write supervisor briefing docs for those overseeing your zones across the Festival weekend / covering your lunch breaks
14 June	Festival set up day – your teams arriving to set up their stands and workshops in your zones
15/16 June	Festival weekend
17-20 June	Attend a short debrief meeting