

CHELTENHAM  
Festivals



International  
**FameLab**  
TALKINGSCIENCE

Science  
Festivals

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## ABOUT THE BRITISH COUNCIL

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

We work in more than 100 countries and our 7,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the arts and delivering education and society programmes. In Bangladesh, our work spans exams, arts, education, society and science.

For more information, please visit: [www.britishcouncil.org.bd](http://www.britishcouncil.org.bd). You can also keep in touch with the British Council through Twitter and Facebook.

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# DEPUTY DIRECTOR'S MESSAGE

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The British Council plays a key role working in partnership with local and international organisations, drawing on the expertise from the UK, in aiming to contribute to the economic growth of Bangladesh.

We do this through our work in thematic areas of quality education, increased inclusivity for women and girls and working with youth to provide them with the skills and qualifications for the 21st Century, all of which are linked to Sustainable Development Goals (SDG) 2030.

FameLab is one such initiative designed to promote the importance of Science, Technology, Engineering and Maths (STEM) while providing a platform for young people to showcase their work. Over the last 12 years it has grown to become the world's largest science communications competition with over 25 countries participating.

2018 was the pilot year for FameLab in Bangladesh. 12 early career scientists, 6 men and 6 women, were selected to participate in the national final after a number of heats with hundreds of applicants. The standard of entries was extremely high and the 2018 winner, Alvee Islam, went on to reach the grand finale of the International FameLab competition in the UK.

In 2019, we would like to extend the competition further by connecting with young scientists across different corners of the country.

We acknowledge that the success of the FameLab pilot was also reliant on the imagination and commitment of our partners, including the Information and Communication Technology (ICT) Division, Govt. of People's Republic of Bangladesh, First Security Islami Bank Limited, ATN Bangla, Bonik Barta and Shout, The Daily Star.

We look forward to making FameLab 2019 an even greater success by inspiring young people across the country to engage with the magic of science and technology.

Andrew Newton



Deputy Director, British Council Bangladesh



FameLab International 2018 finalists with Alvee Islam from Bangladesh at the centre



FameLab Bangladesh 2018 finalists with the national winner, Alvee Islam at the centre and State Minister of ICT, Zunaid Ahmed Palak on his right

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# WHAT IS FAMELAB?

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FameLab is a communications competition designed to engage and entertain by breaking down science, technology and engineering concepts into three-minute presentations. Contestants from around the world take part armed only with their wits and a few props – the result is an unpredictable, enlightening and exciting way to encourage your curiosity. It is a competition for natural scientists, mathematicians and engineers to talk about an aspect of science in 3 minutes only. They can sing, they can dance, they can draw, they can talk, they can do demos and tricks – as long as it is all scientifically sound.

Cheltenham Festivals produced the first FameLab in 2005. A partnership with the British Council since 2007 has seen the competition go international, with more than 10,000 young scientists and engineers participating to date. Countries which are a part of the FameLab network include: Bangladesh, Australia, Belgium/Netherlands/Luxemburg (initially as Benelux but now split), Azerbaijan, Bulgaria, Croatia, Cyprus, Czech Republic, Egypt, France, Germany, Greece, Hong Kong, Ireland, Israel, Italy, Korea, Lithuania, Malaysia, Malta, Poland, Portugal, Romania, Serbia, South Africa, Spain, Switzerland, UK, USA and Vietnam.

The competition starts with State Heats; selected participants join an exclusive two-day intensive masterclass led by expert UK trainers. This is followed by a finale to select the national winner. National winners of all 25+ participating countries then meet at Cheltenham Science Festival to battle for the title of FameLab International Champion in front of a live Festival audience!

FameLab Alumni have given TEDx talks, written books, presented television programmes, started science communication companies and become successful researchers able to communicate effectively.



FameLab International 2018 video advert (Please click on the image above to play)

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# FAMELAB BANGLADESH 2018

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This was the first year for FameLab in Bangladesh. After a long and tedious hunt for the country's most innovative preacher of science, we finally found the national winner of FameLab 2018 from Bangladesh. Alvee Islam, a student of electrical engineering from North South University won the chance to compete internationally and represented Bangladesh in the FameLab International competition at Cheltenham Festivals in the UK in June.

In association with the Information and Communication Technology Division, Government of the People's Republic of Bangladesh and Times Cheltenham Science Festival, supported by the First Security Islami Bank Ltd. the British Council organised this competition. Out of 158 national participants, 12 deserving finalists were selected through vigorous auditions/State Heat through a month-long process and forwarded to the masterclass and national finale. The State Heat took place at the British Council Dhaka University campus auditorium.

The judges-panel consisted of Dr Timothy Green, Mathematician and Physicist, Mr. Mynul Islam, Head of Technologies, Multimedia Content and Communications Ltd. and Ms. Humaira Akhter, Professor at the University of Dhaka. The finalists were judged based on their content, clarity and charisma.

Other notable guests - giants in their own fields - included Zunaid Ahmed Palak MP, Minister of State for the Information and Communication Technology Division, Govt. of People's Republic of Bangladesh, Faye Nicholls, Teaching Centre Manager, British Council in Bangladesh, Syed Waseque Md. Ali, Managing Director, First Security Islami Bank Ltd., Professor Dr. M. Golam Shahi Alam, VC, Sylhet Agricultural University, Dr. M. Omar Rahman, VC, Independent University of Bangladesh, Mir Motahar Hossain, Advisor to Chairman, ATN Bangla and Asha Mehrin Amin, Deputy Editor, Editorial, The Daily Star.

Alvee was chosen for his impressive creativity and innovation related to the human mind. He created musical charm with Ukulele, a Hawaiian musical instrument. With the tunes of Ukulele, Alvee talked about neuro-plasticity, presenting how our brain changes in three basic ways – chemical, physical and functional - while learning new things. Alvee believes that through this knowledge we can understand the functional dimensions of individual brains. This creative way to predict brain activity can act as a preventive measure in medical science as well as gauge the individual's learning capacity. Bringing out this felicitous innovation and presenting it with such creativity made him different from all other fellow FameLabbers.

## KEY FACTS

- Partners: Information and Communication Technology (ICT) Division, Govt. of People's Republic of Bangladesh, First Security Islami Bank Limited, ATN Bangla, Bonik Barta and Shout, The Daily Star.
- Number of press releases: 3
- Newspaper coverage: 17
- Total PR Value: BDT 29, 87, 000
- Total online reach (paid and organic): 8,00,000

# 2019

BANGLADESH

**Fame Lab**  
TALKING SCIENCE



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# CALL TO ACTION/PROMOTIONS

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Applications for FameLab Bangladesh 2019 will be open for two and a half months starting 01 November 2018. During this time, the British Council will manage a call-to-entry campaign that directly targets science students and people in the early stages of their careers working in Science, Technology, Engineering and Mathematics.

FameLab 2019 has been imagined on a much bigger scale as we're expanding to three major cities: Dhaka, Chittagong and Sylhet. The call-to entry campaign has been designed in a way that will help raise awareness of the programme as well as target those who might be interested in applying.

Working with a contracted publicist, the programme will be promoted across a number of platforms:

- Online
  - Paid static advert and video advert on Facebook for two and a half months during the application phase ~ Reach: 10,98,456.
  - 10 organic posts per month on an average – it will include video, post, gif, animation, etc. ~ Reach: 51,160.
  - Twitter ~ Impressions: 41, 000.
  - BD Jobs advert, 2 weeks on the front page ~ Impressions: 900, 000.
  - Affiliations with educational groups across Facebook and other social media channels.
  - Selfie competition to promote the #FameLabBD. Entrance wall banner in front of the British Council Dhaka University campus office.
  - Dedicated pages on the British Council Bangladesh website.
  - British Council Bangladesh country newsletter: Pre-audition, post-audition and after the national finale; over 12000 subscribers.
  - Electronic mail-outs to over 3,000 British Council contacts via British Council mailing lists.
  - Leveraging partners' communications networks, such as websites and subscriber electronic mail-outs.
  - Vox pop from each State Heat, masterclass and the national finale.
- Offline
  - Direct approaches to over a hundred University outreach departments and communications staff.
  - Direct approaches for nominations from deans of science and the heads of schools of several key Bangladeshi Universities.
- Press and Media
  - Pre-audition
    - Press release – Local and National ~ Reach: 1,200,000.
    - Radio Talk show in three divisional districts – Dhaka, Sylhet and Chittagong ~ Reach: 1601500.

- Post-audition
  - o Press release with the names of the selected participants from each division ~ Reach: 1,200,000.
  - o Radio talk show with selected participants representing different districts.
  - o Science talk with ICT Minister and the participants.
  
- National Finale
  - o Event coverage by national media.
  - o Press release ~ Reach: 1,200,000.
  - o Radio talk show with the winner before leaving for the UK ~ Reach: 1571500.
  - o TV Talk show – previous year’s winner and this year’s winner with the Head of Higher Education, British Council and the title partner ~ Reach: 1571500.

*Note: The estimates for TV and Radio reach is upper-limit. The actual values may vary on which TV/Radio channels we engage with and time slots are assigned.*

- Audio Visual

- A 3-minute video documenting the Famelab 2019 journey (State Heats, masterclass and national finale) will be produced to be showcased at various British Council events.

*“Not only does FameLab give these young scientists a fantastic opportunity but it also enables them to become new role models for the younger scientists that are yet to come through the system and to ... show them how important it is to be part of the science field”*

Zunaid Ahmed Palak  
State Minister for Information and Communication Technology

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# TIMELINE

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Alvee Islam holding the Bangladesh flag at the FameLab International 2018 competition in the UK

Applications – 01 November 2018 to 15 January 2019

Shortlisting – 16 January 2019 to 15 February 2019

State Heats – March 2019

Masterclass – April 2019

National Finale – April 2019

FameLab International – June 2019

- *Note: The timeline is subject to change.*

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# ELIGIBILITY

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Entrants must be 21 years of age or older, studying or working in science, engineering, technology, medicine or mathematics.

FameLab is trying to find people who want to talk about their science, not the people who have already shifted into science communication or promotion as a full-time career.

We welcome:

- Lecturers in science, mathematics or engineering subjects, including specialist science teachers with a science degree.
- Researchers who use existing research or meta-studies – they don't have to be getting their hands dirty.
- People who work on applying science, technology or mathematics – for example: patent clerks, statisticians, computer technicians, consultants to industry, etc.
- Postgraduate students of science, mathematics or engineering.
- People who apply science, mathematics or engineering in the armed forces or government bodies.
- People who apply science, engineering or mathematics in industry or business.

Sorry we can't accept people who are:

- Press or PR officers, even for science-related organisations.
- Artists who work on science-related themes.
- Performers whose shows are about science or engineering.
- Science centre staff who work exclusively or mainly with the public.
- Journalists and broadcasters (as their main or only job).
- Non-specialist school teachers.

*"I think that science communication is in very safe hands. You [FameLab participants] are doing a wonderful job and the ripple effect will go from you to all the people in your institutions and beyond".*

Sarwat Reza

Head of Business Development, British Council Bangladesh

# RULES

The rules behind each FameLab are few, but crucial:

- Shortlisted contestants have 3 minutes to present any scientific, engineering, mathematical or medical topic of his/her choice.
- PowerPoint or other electronic presentations or audio recordings cannot be used.
- Props that the contestant can carry onto the stage himself/herself can be used (there will be no time for set up).
- If the contestant makes it through the State Heats to the National Finale he/she will have to prepare a second presentation (which can be on the same topic but must be demonstrably different in content).

A panel of 3-5 judges will have up to two minutes to ask questions after each presentation. They will determine the winners on the basis of three judging criteria: quality of content, clarity of presentation and charisma.



FameLab Bangladesh 2018 finalists with chief trainer, Huw James



Alvee Islam, FameLab International 2018 interview (Please click on the above image to play)



FameLab chief trainer, Huw James during his masterclass

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# SELECTION PROCESS

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## Application

Applicants to FameLab will be able to register via an online application form hosted on the British Council Bangladesh website. Applicants will be asked to put forward their research topic, presentation title, presentation synopsis and provide us with a short paragraph on their chosen topic.

## State Heat and Trainings

A shortlist of applicants will be chosen from across the country and invited to participate in one of the three State Heats.

This year, we are going national and holding State Heats in three major cities: Dhaka, Chittagong and Sylhet.

At each State Heat, participants will present their work to a public audience and a panel of three judges. Judges will be strategically chosen with the values of FameLab in mind and will include a representative from the media and communications industry, the science community and a British Council staff member at each State Heat.

## Masterclass

12 successful finalists will be chosen from the state semi-final events and will be invited to take part in the FameLab national finale in Dhaka. As part of the FameLab offer, all 12 participants will receive a two-day long intensive presentation training with FameLab International Chief Trainer, Huw James.

## National Finale

The FameLab national final event will be held at the British Council Dhaka University campus office. The event will be attended by 100+ guests including partners, industry VIPs, scientists, cultural figures, government personnel, media personnel and the general public alike.

In this event, the 12 finalists will give their final presentation and a winner will be selected based on the 'Three C's of FameLab' – content, clarity and charisma.

*"I felt like I learned so very much about good ways to communicate complex concepts. A big part of that came from learning from all [the fellow FameLab participants]... views and experiences and comments".*

Alvee Islam  
National Winner, FameLab Bangladesh 2018

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# FAMELAB INTERNATIONAL

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The national winner will go on to participate in the International FameLab competition in the UK in June 2019.

The Times Cheltenham Science Festival is a six-day celebration of science, engineering and the arts and is produced by Cheltenham Festivals. A rare opportunity for the public to come face-to-face with around 300 of the world's leading scientists and thinkers, the Festival annually issues more than 45,000 tickets whilst the free interactive Discover Zone and other free events and exhibitions attract over 17,000 visitors.

Since the programme's inception, FameLab has been a pivotal part of the Cheltenham Science Festival. This year, there were three International FameLab Semi Finals and the subsequent Grand Final.

The final is held in front of a packed audience at The Times Cheltenham Science Festival, with more fans around the world watching live online.

The competition is judged by a team of experts and previous judges include high-profile scientist Dr Matt Taylor, ESA research scientist working on the Rosetta mission; Dr Gill Samuels CBE, Chair of Cheltenham Science Festival and Tom Thomson OBE, Trustee of the British Council and Chair of Albagaia Ltd., a diversified environmental technology company.



Famelab International 2018 finalists at the Cheltenham Festival in the UK

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# PARTNER WITH US

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Partnership is aimed at organisations who want to promote a strong culture of science, technology and innovation. Your organisation will partner with the British Council to contribute to the world's leading science communication competition. You will connect with young audiences in Bangladesh, provide an innovative communication platform to make science accessible to all and encourage the next generation of researchers. Our young scientists and engineers will be the architects of the science, technology and innovation landscape of our country in the coming years and with FameLab, we can give them a platform to express their voice.

## **Presenting Partner**

We are looking for one title partner to contribute GBP 20,000; opportunities for your organisation include, but are not limited to:

- Attend and represent your organisation in FameLab events and other British Council events surrounding science and technology. Deliver a speech or presentation about your initiatives and how they have made a difference.
- Have your organisation's logo on all FameLab materials as the only title partner alongside the British Council with equal weightage.
- Feature on the British Council Bangladesh website, newsletter, Facebook, Twitter and all other promotional materials developed for this campaign as the title partner with equal weightage.
- MoU signing ceremony with your organisation to further recognise your contribution.
- Media coverage as the title partner in print, web and through broadcasters for all major events surrounding FameLab.
- British Council Dhaka University campus office entrance wall selfie booth.
- Feature in all FameLab 2019 Vox Pop and FameLab 2019 audio-visual.
- TV talk show with FameLab winners after the national finale.

## **Event Partner**

We are looking for event partners to contribute GBP 10,000 each; opportunities for your organisation include:

- Attend and represent your organisation in FameLab events and other British Council events surrounding science and technology.
- Have your organisation's logo on all FameLab materials as an event partner.

- Feature on the British Council Bangladesh website, Facebook and a range of other promotional materials as an event partner.
- Media coverage in print, web and through broadcasters for all major events surrounding FameLab.
- Feature in all FameLab 2019 Vox Pop and FameLab 2019 audio-visual.



Alvee Islam during his performance at the national finale of FameLab Bangladesh 2018

## CONTACT US

Towhidur Rahman  
Head of Higher Education and  
Regional Manager, South Asia | Commonwealth  
Scholarship and Fellowship Plan (CSFP)  
T +88 (0) 9666 77 33 77 | BCTN 8201 4300 | M  
+88 01730728399  
E [towhidur.Rahman@britishcouncil.org](mailto:towhidur.Rahman@britishcouncil.org)

Tirtho Mahmood  
Business Development Manager  
T +88 (0) 9666 77 33 77 | BCTN 8201 3110 | M  
+88 01730015165  
E [tirtho.mahmood@bd.britishcouncil.org](mailto:tirtho.mahmood@bd.britishcouncil.org)