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# Knowledge is GREAT Lecture series

Expression of Interest for 2022



Department for  
Business, Energy  
& Industrial Strategy



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## Background

The **British Council** ['Knowledge is GREAT' Lecture Series](#) showcases UK's knowledge, creativity and innovation through lectures delivered by leading UK specialists in areas of topical debate and discussion.

Throughout the year, the British Council in Singapore organises and hosts a variety of lectures on diverse topics such as arts, environment, sciences and more, aimed at academics, practitioners, students and the general public.

At our inaugural lecture in 2015, Professor Peter Abrahams from Warwick Medical School spoke about **Leonardo da Vinci**, but presented him as the 15<sup>th</sup> century anatomist whose artistic and conceptual ideas anticipated 21<sup>st</sup> century radiology.

Since then, we have collaborated with numerous institutions and organisations, both in the UK and in Singapore, to constantly bring exciting and high-profile lectures to Singapore. The topics of the GREAT lectures have ranged from truth and social media, to artificial intelligence, climate change and ensuring high-quality healthcare through education.

The GREAT lectures provide a platform for UK Higher Education Institutions to raise the profile of their expertise in specific areas of relevance to Singapore.

In 2021, the GREAT lectures moved to a virtual format due to restrictions brought on by the global pandemic. However, this also enabled wider reach and participation, as well as sustained engagement with audiences through the [recordings](#) of the lectures.

## 2022 lectures

We are now inviting Expressions of Interest from institutions and individuals to participate in these lectures for 2022.

While the lectures were organised every month throughout the year in 2021, we will be limiting the number of lectures to **one per quarter** in 2022. This is to give us some flexibility with scheduling around school examinations and term breaks, as well as other ongoing events and activities.

## Selection criteria

The [Singapore Knowledge and Education Working Group](#), comprising the British High Commission, the British Chamber of Commerce, the Science and Innovation Network and the British Council, will jointly agree on the selected lectures. The Working Group's decision will be driven by the following criteria:

- The theme of the lecture: the topic should be broadly aligned with Singapore's [Future Economy](#) priorities and [Smart Nation](#) initiatives, as well as the UK Science and Innovation Network's [priority sectors](#) for Singapore.
- The link to future studies and graduate employability should be woven into the presentation.

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- The speaker should have a proven track record of delivering engaging sessions across a wide range of audiences (students, academics, general public).
  - The speaker should consent to being recorded, for further dissemination of the lectures across appropriate digital channels.

## Why participate

- Impact and Reach: in their physical format, audience sizes for the GREAT lectures have ranged from 60 to 350, depending on the topic and the capacity of the venue.
  - With the shift to the virtual format, participation has consistently been in the range of 100 to 150 attendees per lecture, with further post-lecture engagement achieving an average of 250 video views. While the series primarily focusses on the audience in Singapore, the lectures have been attaining a global reach through our digital platforms.
  - Statistics from the 11 virtual lectures of 2021:
    - Total number of participants: 981
    - Total video views: 2,513
    - Feedback:
      - Effectiveness of lecture in increasing overall understanding of the topic: **82%** rated high\*
      - Likely to recommend to friends and colleagues: **86%** rated high\*
      - Likely to join future lectures: **86%** rated high\*
- \*scores between 4-5 on a scale of 1-5, 5 being the highest*

## Submission details and timelines

Please complete the EOI (page 4) and return this via email to **Lissy Vadakel**, Head of Education, British Council Singapore ([lissy.vadakel@britishcouncil.org.sg](mailto:lissy.vadakel@britishcouncil.org.sg)) by **7 January 2022, 1700 hours (GMT)**.

We will aim to finalise the selection and lecture schedules by **28 January 2022**, with the first lecture to be slotted in **February/March 2022**.

Depending on travel regulations and border restrictions in Singapore at the time, the lectures may continue to follow the virtual format.

## Expression of Interest

### Details of the proposed lecture

- **Preferred period:** Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2022  
Option 1:  
Option 2:
  - **Preferred mode of delivery:** In-person/Virtual
  - **Name of Speaker:**
  - **Designation:**
  - **Institution:**
  - **Link to video(s) of previous presentations (if any):**
  - **Title of lecture:**
  - **Abstract of lecture** (150 – 200 words):  
*40 minutes presentation, including 10 minutes of Question and Answer session*
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