
FAMELAB 2020 PROJECT PROPOSAL



FAMELAB THAILAND

ABOUT FAMELAB

FameLab was started by Cheltenham Science Festival in 2005 and has grown into a global phenomenon in partnership with the British Council. FameLab is the world's biggest science communication competition and it has completely changed the old image of scientists. It's not about dumbing science down, but about bringing it to life, to inspire and entertain.

The programme has a competition format that allows participants just 3 minutes to explain a science concept in a **clear, concise and accurate** way in front of a jury and a live audience. Participants are allowed to use props in their presentations, except for electronic devices.

The programme involves leading international media and communication trainers, world class judges from international science and media disciplines, and is with respected national partners including NASA (through Cheltenham Festivals) and CERN.

FameLab is a platform for the new generation of researchers to change the old image of scientists to become more engaging and inspiring for the new generations. In 2019, FameLab was organized with the support from the Ministry of Science and Technology and organizations under the Ministry. FameLab was successful in reaching out to researchers and students in the field of STEM or Science, Technology, Engineering, and Mathematics. Through strong links with the media, FameLab reached more than 26,000,000 people via TV, newspapers, magazines, and online channel, and 1,000,000 individuals were engaged on social network.

British Council is pleased to invite your organization to sponsor our FameLab to support science communication and build a community of science communicators to create stronger global science communities which will further spur prosperity for current and future generations.



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FAMELAB THAILAND: COMPETITION FORMAT

SEQUENCE	DESCRIPTION
1.	Enter competition – Submit a 3-minute video to the judges
2.	Compete in regional heat – Shortlisted applicants from the VDO will compete in the Regional Heats in Khon Kaen and Bangkok in front of judges and the public. 10 finalists will be selected to attend the Masterclass
3.	2 days Masterclass – The 10 finalists will attend 2 days master class to learn invaluable skills from science communication experts from UK and expand their network.
4.	Final Competition – The 10 finalists compete in the final competition and only 1 winner will be selected to compete in the International FameLab Competition in the UK.
5.	International FameLab at UK – Visit the science festival where FameLab started, see world-leading experts talk, meet fellow FameLabbers from across the world, and gain science communication experience on an international stage.

FAMELAB SCHEDULE 2020

An activity timeline for FameLab 2020 can be seen below. Please note that the dates may be subjected to change.

Activity Details	2020					
	Jan	Feb	Mar	Apr	May	Jun
Open for application and programme information session			8			
Khon Kaen Heat			21			
Bangkok Heat			22			
Master class				18-19		
FameLab Thailand Final Competition					9	
FameLab International Competition						1-5

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FAMELAB PROMOTION

FameLab media partners; TRUE Corporation and the Standard, supported the promotion of the programme on social media and TV channels. In addition, Cherprang Areekul BNK 48, a well-known artist and chemistry student, was selected as our FameLab ambassador to reach out to the new generations and to generate interest in communicating science. FameLab has been very well received, especially on social media. The project is also featured in leading media companies and platforms including TEDx Chiangmai, and BBC Thai.

Last year's summary of media reach:

- 46.3 Million Media mention through online and offline channels
- 41.2 Million baht for media value
- More than 1 million social media organic engagement



FAMELAB THAILAND PRIZES

Winner	<ul style="list-style-type: none"> - Be Thailand representative to compete in FameLab International at Cheltenham Science Festival, UK - Scholarship: 20,000 THB - A chance to visit any lab in the UK
Research Award	Special award granted to the finalist with planned / existing research up to 60,000 THB
1st Runner up	Scholarship, 10,000 THB
2nd Runner up	Scholarship: 5,000 THB
Popular Vote	DJI Osmo Mobile

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FAMELAB SPONSORSHIP

You can support our FameLab to develop human capacity in STEM areas in Thailand by supporting scientists or researchers to disseminate their researches into the public and inspire new generation to become interested in science as well as creating a learning society sustainably. The detail for sponsorship benefit is as follows:

BENEFITS	SILVER*
	1,250 GBP **
Your organization logo on FameLab promotional materials	
Logo in the VDO promotion for FameLab	Yes
Logo on the British Council website	
Logo on the British Council newsletter	
Logo on online promotional campaigns	
Promotional opportunities	
Distributing your organisation promotional materials at FameLab roadshows	Yes
Activity space at FameLab regional heats and final competition	Yes
FameLab Competition	
Recognition of your organisation in FameLab Final Competition booklet	Yes
VIP seat for Regional Heat and Final Competition	2 seats
Honorary mention by Emcee at Final Competition	Yes

*Sponsor Tiers include:

- Title sponsor
- 1st Tier (Gold)
- 2nd Tier (Silver)

** This price excludes 7% VAT

Contact

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