

# International FameLab

TALKING SCIENCE

## Partnership Opportunity Bringing FameLab® to South Africa Taking South African Science to the World

Jive Media Africa in collaboration with The British Council is bringing the international FameLab® competition to South Africa in 2012.

### What is FameLab® ?

FameLab® is an initiative of the Cheltenham Science Festival in the UK and the British Council has the license to deliver the competition in 20 countries around the world. The competition aims to find the new voices of science, engineering and maths, and excite and inspire public audiences with a vision for science for the 21<sup>st</sup> century. Winners from each country compete for the international FameLab® title in the United Kingdom.

FameLab® has been referred to as “*The Pop-Idols of Science*”. Contestants have 3 minutes to present a science, maths or engineering topic to a panel of expert judges. The talk should be entertaining, original and scientifically accurate – but accessible to a public audience.

The competition takes place in stages; heats, master classes and finals. The competition will be filmed for television as well as shorter “webisodes” and promo’s, which will be broadcast through internet and television as the competition progresses. The competition will be promoted through social media throughout its duration.

Contestants who make it through the heats will receive coaching by professional communication trainers from the United Kingdom – to get the most out of their presentations. The winner will receive prizes and a return trip to the United Kingdom to participate in the international finals.

### What are the benefits of partnership?

- Brand visibility and promotional opportunities in television, print media, social media and on campuses
- Recognition as a supporter of science, technology and maths and engineering
- Credible brand association with the British Council, FameLab® and other sponsor organisations as well as Cheltenham Festivals (brand owner)
- A special feature of FameLab® is that it creates excellent meeting points with young high-flyers - potential employees and researchers

### Contact us

A range of partnership options are available; from in-kind contributions, to financial support and prizes.

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