

UK Conference of Science Journalists (UKCSJ)



The UKCSJ 2014 – Building on our success

Date: Wednesday 18 June 2014

Venue: The Royal Society, London

Capacity: 300 delegates

Sessions: Two plenary sessions and twelve parallel sessions

The UKCSJ 2014 - three key aims

To encourage and provide skills for newcomers

To promote professional development

To discuss and debate contemporary issues in science journalism

Opportunities to Support UKCSJ

UKCSJ will be an excellent opportunity for organisations to contribute to the continuing development of the profession of science journalism within the UK whilst engaging the attention of the UK science media. Through sponsorship, exhibition and in-kind assistance, supporters of UKCSJ will be able to:

- Network with UK science journalists and broadcasters.
- Contribute to skills and professional development for science journalists.
- Gain exposure for your organisation to the UK science media – before, during and after the event, including through pre-event marketing.
- Promote awareness about key advances in science, technology, environment or medicine.
- Forge new contacts for future communication with the science media.
- Engage in new initiatives aimed at supporting science journalism in the UK.
- Form connections with the next generation of science journalists - a long-term investment in corporate communications and scientific outreach.

History and Background

The UKCSJ is an initiative of the Association of British Science Writers (ABSW) and was established after the great success of the World Conference of Science Journalists (WCSJ) held in London in 2009. The WCSJ2009 attracted nearly 1000 delegates from all around the world who met to discuss issues affecting the profession of science journalism. Demand for delegate places at the London Conference was high amongst UK science journalists and revealed a real desire for a forum in which professional issues could be discussed. To meet this demand the ABSW organised the first ever

UKCSJ in 2010 with the focus on the profession in the UK. The success of the first conference led to agreement that the ABSW should hold the Conference in alternate years to fit with the alternate year programme of the World Conference of Science Journalists.

The UKCSJ Brief Facts and Figures

UKCSJ 2010:

Delegate numbers: 100 (fully booked)

Two plenary sessions that opened and closed the conference, eight parallel sessions

Forty one speakers/chairs

UKCSJ 2012:

Delegate numbers: 250

Two plenary sessions that opened and closed the conference, 12 parallel sessions

Forty five speakers/chairs

For more on the UKCSJ visit www.ukcsj.org

Quotes from delegates/speakers/sponsors

“I live in Dublin, and I seldom get the opportunity to meet in person with journalists/editors based in Britain. This was an excellent opportunity for me to do so.” **Claire O’Connell, Freelance Journalist**

“It was a really great chance to meet lots of people and learn a thing or two!.... I'm really grateful for the sponsorship.” **Student scholar**

“Thank you for the opportunity to represent EUSci (Edinburgh University Science) magazine at the UKCSJ. It was a great conference that also offered me the chance to network with other editors of student-run magazines and encouraged me to become a science communicator after finishing my PhD.” **Silke Logermann**

“Many thanks to you both for all your hard work in organising the event. It was a very stimulating day with some fascinating talks.” **James Randerson, The Guardian**

“...wanted to email to congratulate and thank you both on a brilliantly-executed day of interesting meetings and interesting people.” **Alok Jha, The Guardian**

“I just wanted to send a quick thank you note for reaching out about the UKCSJ and to say congratulations on a successful event. It was great to see all the EurekAlert! supporters and see the great effort in the UK to communicate science. I'm very happy to have been a part of it, and look forward to what's to come with the conference in the future.” **Tiffany Montero, AAAS (Lunch Sponsor 2010)**

Opportunities Available in 2014

Lead Conference Partner (1 opportunity) SOLD

UKCSJ offers the Lead Conference Partner key opportunities to network and promote their organisation:

- Your organisation logo to appear on all promotional materials including conference programme, website home page, advertisements, and e-newsletter
- A list of delegates (pdf format) who have consented to having their details on the delegates' list, two weeks prior to the conference
- Free standing signage (provided by your organisation) at prominent locations throughout the conference
- 4 complimentary passes to UKCSJ
- Exhibition space (3x2m) in the exhibition area
- Literature distribution to delegates
- Association membership of ABSW

£6,000 + VAT

SOLD

Lunch (1 opportunity)

UKCSJ delegates will be served a hot buffet plus dessert. This 1-hour break is an excellent time for networking and promoting your organisation. Lunch sponsorship includes:

- Opportunity for a senior representative to make a 3-minute presentation to delegates.
- 2 complimentary delegate passes to UKCSJ.
- Free standing signage at prominent locations during the lunch.
- Literature distribution to delegates.
- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£3,000 + VAT

Exhibition Stands (10 available)

Exhibition stands (3 x 2m - to be confirmed) are available for sponsors to display information and resources. These will be located in the conference refreshment area used by all UKCSJ delegates during coffee, tea and lunch breaks. Exhibition sponsorship includes:

- 2 members of staff in the exhibition area.
- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£1,250 + VAT per stand

Literature distribution (10 opportunities)

We are offering the option for organisations to provide one piece of literature for distribution to UKCSJ delegates at registration (300 copies required).

- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£400 + VAT per distributor

Student Scholarships

- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£150 + VAT per student to cover delegate fee and travel (UK) for a journalism student to attend the UKCSJ

Badges/Lanyards (1 opportunity)

- Your choice of colour and design of conference badge lanyard to include your logo plus ABSW logo
- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£1000 plus VAT (50% discount if sponsor produces lanyards)

Memory Stick (1 opportunity)

- Your organisation to order/design and provide 300 memory sticks for Conference Delegates (at your cost)
- Memory sticks can contain information on your organisation such as experts directory for journalists
- Memory sticks will be distributed to each delegate
- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£400 plus VAT

Delegate Bags (1 opportunity)

- Your organisation to order/design and provide 300 delegate bags for Conference Delegates (at your cost) The bag must include the ABSW logo – artwork will be provided. NB: Alternatively the ABSW can manage bag production to incorporate your logo as supplied – see two tier costs below
- Bag can contain one piece of literature or promotional item (pen or pad for example, memory sticks not allowed as this is a separate sponsorship opportunity)
- Bags will be provided to delegates on arrival and will contain additional literature from other sponsors and from conference organisers
- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£1000 plus VAT or

£2000 plus VAT if ABSW organises design and production of bags incorporating your logo

Promotional Items/Gifts (eg: pens/notepads)

We are offering the option for organisations to provide a promotional item (eg: branded pen/notepad) for distribution to UKCSJ delegates at registration (300 required).

- Your organisation's logo and acknowledgement in the conference programme.
- Website link through logo on the conference sponsors web page.

£400 plus VAT

Other opportunities

If you have an idea for supporting science journalism through the UKCSJ please contact the Conference Director to discuss.

Sallie Robins
UKCSJ Director
info@ukcsj.org
07733 330344

The Association of British Science Writers www.absw.org.uk

The Association of British Science Writers (ABSW) exists to help those who write about science and technology, and to improve the standard of science journalism in the UK. We are an association of science writers, journalists, broadcasters and science-based communications professionals.

Founded in 1947, the ABSW has provided science journalists with networking, training, gossip, opportunities and jobs for over 60 years. We aim to promote the highest standards of journalism and writing by encouraging flair and bravery. We also hope to foster a mutually supportive community and to provide an environment for new ideas to develop and flourish.

Through debates and events, our discussion group and our science writing awards we help to create links between science writers, their subjects and markets