



National Science Quiz Event Summary

Event Summary

The 2021 National Science Quiz was to be filmed in front of a live audience at The Edge, Fed Square, using a multi camera and full AV production team, to achieve high production video that would then be streamed via Youtube Premiere to a wider national audience during National Science Week. Less than three days from event date, Victoria entered a snap COVID lockdown cancelling the live recording and requiring the production team to pivot to a virtual studio recording.

Although challenged by the limitations of virtual recording, the feedback and experience from all the key stakeholders was extremely positive.

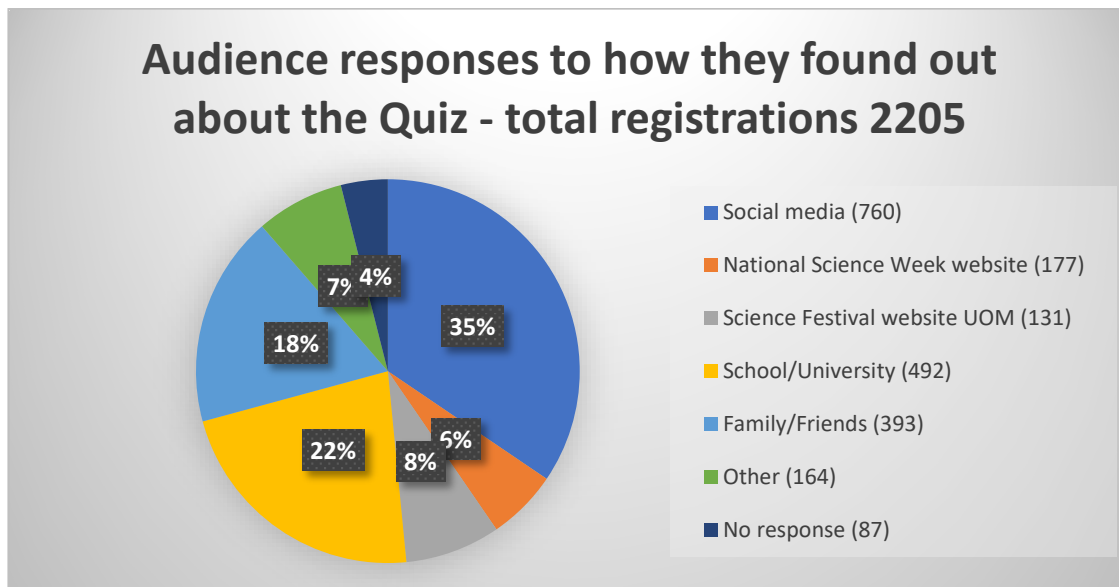
Highlights

1. 3600 Youtube total views to date | 2205 eventbrite registrations | 1200 Live competition participants.
2. Charlie Pickering as host. Engaged and committed to promoting the Quiz in the lead up to premiere – liked and shared posts – before, during and post event streaming. Agreed to create a 30 second promotional video and to keep the video online for the remainder of the Centre.
3. Panellists – diverse, celebrated and active scientists and communicators leveraged their social media follows to attract their followers to the event.
4. Filmed experiments – FLEET team performed, filmed and hosted with team of students.
5. Format change to competitive teams from the conversive panel style created a more fun and engaging event while continuing to showcase science in a positive and informative way.
6. Collaborative steering and outreach committees to lead and direct the programming.
7. Live competition attracted strong interest – 1200 participants nationally.
8. Viewing parties – this allowed for greater engagement across ACEMS, sponsor centred and the wider national science communities.
9. National Science Quiz dedicated website.

Audience Engagement

Promotion

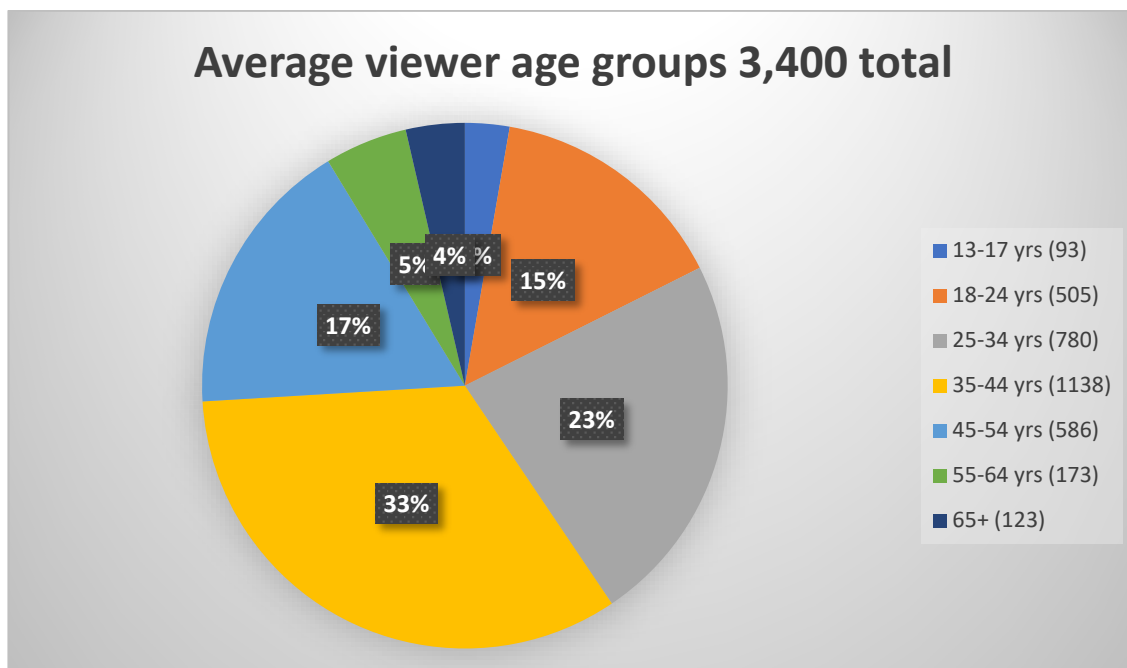
The media and promotional strategy for the NSQ focussed on engaging the community using a range of tools, campaigns, and channels. With our university partners and ARC Centres of Excellence, the campaign focussed on raising awareness and interest in the event to a broad and diverse audience – including a 30-day countdown focusing on a quiz teaser campaign of visual storytelling content. This type of fun and experiential campaign with relatable, interesting, and modern-day humour appealed to a broad demographic audience.



Social media included Facebook 370, Twitter 71, Other (unspecified) 319

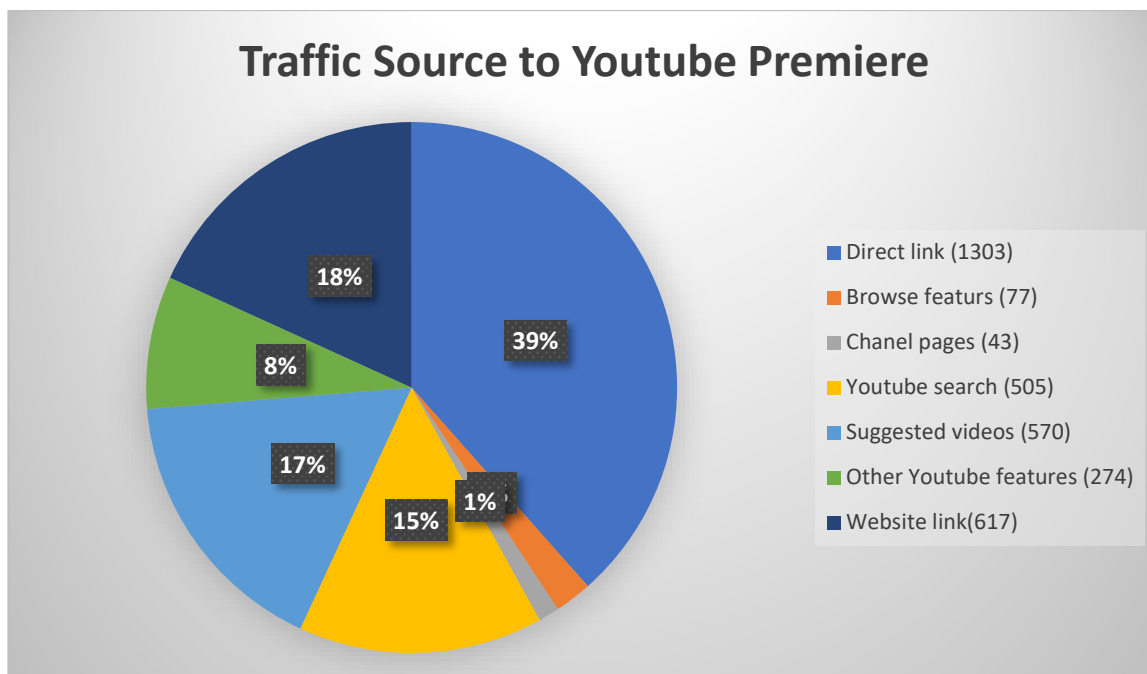
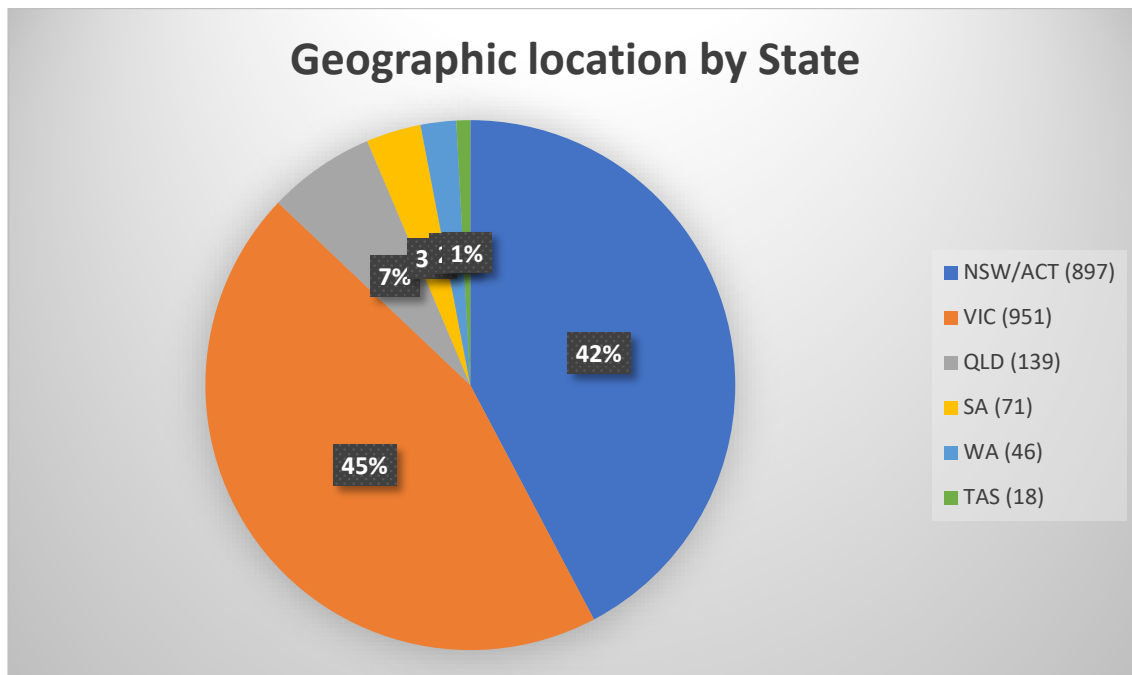
Audience appeal

The NSQ has wide public appeal engaging all age groups with its family-friendly focus and scheduling. Although we had strong interest from the education sector, the event seemed to resonate with people aged 18-54 with the highest interest levels from 18-45 age group.



Geographical reach of the project

The National Science Quiz attracted a strong national audience and was accessible to small and large communities at a local, regional, national, and even international level (viewers registered from USA, India).



Budget

	Forecast	Actual		Income
STAGING		inc. GST		inc. GST
Megadeck discussion desk	\$ 3,193.43	\$ 804.28		ACEMS \$ 10,000.00
Fed Square AV, lighting, technician, cameramen, hire equipment	\$ 8,205.43	\$ -		GRANT \$ 19,000.00
James Rafferty Pre & post production, experiments filming	\$ 7,000.00	\$ 8,100.00		FLEET \$ 5,500.00
Venue Hire	\$ 4,650.00	\$ 2,325.00		EXCITON \$ 5,500.00
Viewing Party (UOM)		\$ 200.00		COImaging \$ 5,500.00
Viewing Party (QUT)		\$ 382.00		CoESB \$ 5,500.00
Viewing Party (UOA)		\$ 500.00		OZGRAV \$ 2,200.00
ADMINISTRATION				
Additional staffing costs	\$ 6,200.00	\$ 7,000.00		
Website	\$ 7,042.00	\$ 7,042.00		
Travel/Accommodation	\$ 2,000.00	\$ -		
Trophies	\$ 150.00	\$ 120.00		
Live event materials	\$ 500.00	\$ 300.00		
Postage	\$ 200.00	\$ 200.00		
Courier fees	\$ 55.00	\$ 55.00		
Audience prizes	\$ 2,000.00	\$ 2,200.00		
TALENT/PANELLISTS				
Host: Charlie Pickering	\$ 11,000.00	\$ 11,000.00		
Alan Duffy	\$ 550.00	\$ 550.00		
Catriona Nguyen-Robertson	\$ 500.00	\$ 500.00		
Jen Martin	\$ 500.00	\$ 500.00		
Jared Cole	\$ 500.00	\$ 500.00		
Norm Do	\$ 500.00	\$ 500.00		
Alanta Colley	\$ 550.00	\$ 550.00		
Lee Constable (experiments host)	\$ 2,000.00	\$ 200.00		
PROMOTION				
Paid advertising	\$ 2,750.00	\$ 2,979.00		
Host question cards & programs reprint	\$ 500.00	\$ 248.05		
Q cards/programs/posters/banners	\$ 500.00	\$ 629.09		
COMPETITION APP				
Slido subscription	\$ 1,800.00	\$ 894.74		
TOTAL	\$ 62,845.86	\$ 48,279.16	TOTAL	\$ 53,200.00

Sample twitter campaigns

<p>Charlie Pickering promo video – 638 views</p>		<p>Charlie Pickering promo tweet</p>	
<p>Panel promo tweet – strong like and retweet response</p>		<p>Post event winner tweet –</p>	

Advertising/promotional channels with Facebook ad results

ADVERTISING SOURCE	Type of Advertisement	Spend
STA Victoria	“Lab Talk” Newsletter	235
STA Victoria	“Contact” Monthly Newsletter	260
STA South Australia	Monthly Newsletter	215
ASTA	Website & Social Media	155
CSIRO Double Helix	2 Newsletters	880
STEM Ed	Magazine	200
Facebook	2 weeks paid advertising	1034
	TOTAL	\$ 2979

Facebook Ad Results

Performance

A\$940.00 spent over 14 days.

Event Responses

1,706

Reach

54,877

Cost Per Event Response

\$0.55

Activity on Facebook

Activity on Your Website

Post Engagement

1838

Event Responses

1706

Link Clicks

1296

Post Reactions

291

Post Comments

97

Post Shares

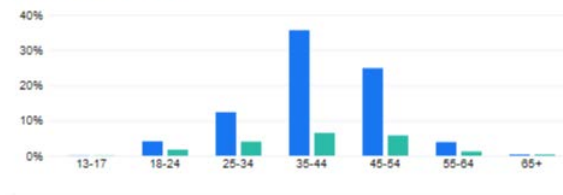
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Audience

This ad reached 54,877 people in your audience.

People Placements Locations

80.8% Women 19.2% Men



Audience Details

Location - Living In

Australia

Age

17 - 58

People Who Match

Interests: Science, Quiz, Climate change or Chemistry

Feedback/Suggestions

- Duration longer than expected – initially promoted as 1 hr, but was 1:40 hrs.
- Filmed experiments enjoyed by viewers, sponsors, and panellists
- Suggestion to use 2 minutes preview time prior to Youtube Premiere for ‘How to play’ Live competition
- Positive response to the diversity of the panellists, and to ensure that this is considered in future panel member selections.
- Questions to be written more clearly (panellists commented that many of them were unclear/awkwardly written)
- Include earth science, biology – ensure most branches of science included.
- Calibre of the panellists was recognised
- Prizewinners feedback
 - Meghan Shaw – 1st prize
I really enjoyed listening to the panellists describe their reasoning for their answer choices. I loved seeing the thinking processes behind solving problems and their team spirit’.
 - John Perrier – 2nd prize.
‘It was a fun and educational way to spend a Thursday night. I hope they will be regular!’
 - Jason Groarke – 3rd prize
‘It was a lot of fun. We liked how the questions made you think about different processes in everyday life and were accessible to young and old. The video explanations were good visuals for the answers too. It definitely stimulated my kids’ interest in science and they told their online class this morning about the quiz. We look forward to doing it again next year.’
 - Rebecca O’Connor – 6th prize
‘It was very well run despite the lockdown. I actually preferred the online youtube stream and thought it made it accessible to a lot more people. The Zoom panelists were a little distracting in the sense that they were obviously not all in the same room, however there wasn’t much that could be done with that considering the circumstances. I hope that it will be run online again in the future, but with in-studio guests’.
- Panel feedback
 - Norm Do – panellist
‘Just thought I’d drop some thanks on you all for making the NSQ such a fun experience! Despite the fact that I typically hate watching/hearing myself, it was great to tune in with the kids and I can only imagine how much work went into it behind the scenes. (Also, whoever wrote the questions did a great job and Charlie did a typically fantastic job hosting!’)
 - Alan Duffy – panellist
‘It was an absolute pleasure and a joy to join you all in this Quiz, what a triumph against extraordinary challenges – congrats ACEMS and all in making this possible!!’
 - Catriona Nguyen-Robertson – panellist
‘You all made it great fun with banter, jokes, and friendly-competitive spirit. I certainly feel as though I need to brush up on some of my knowledge of the physical sciences and some maths now! Thank you so much to the team, for all your hard work putting the quiz together and dealing with the constant uncertainty and changes. The video looked fantastic and came together so well.’

