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## Open doors with a difference...

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Diamond Light Source the UK's national synchrotron light source started construction in 2003 and was officially opened in 2007 by Her Majesty the Queen Elizabeth II and His Royal Highness the Duke of Edinburgh. From inception, the senior management instilled a spirit of outreach to the public which culminated in 2007 with the delivery of large-scale open day welcoming 5000 people. The day introduced them to the science which was to be undertaken by the facility as well as the brilliant technology underpinning the facility. As a result of this open day and the post event evaluation it was clear that a similar more manageable offer could be created which would meet both the demand for visits and which we would realistically able to deliver on an ongoing basis ...and all on a shoe string budget!

'Inside Diamond' is now an open Saturday event four to five times a year and has evolved into a wonderful interface – awe inspiring for visitors, exciting for the scientific user community and rewarding for staff involved. The talk will share logistics, how we target the 'hard to reach' and important local influencers and stakeholders as well as, critical planning and timing details, budgets and resources required as well as case-studies on what influence this event is having on scientists, science and the public.

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