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Type: **Talk**

Collaboration: thinking inside the box

Monday, May 29, 2017 4:00 PM (20 minutes)

The beauty of collaborating is that something that is the bread and butter for one team can lead to a whole new way of thinking for another team, and vice versa.

Increasing the number of young people coming into physics and engineering with the right skills is a key agenda in the UK. But how do you reach large numbers of young people? Our answer has been threefold: through their parents; through their teachers and by going to where the young people themselves are –online. The public engagement and communications teams are working together on a project to reach more 8-13 year olds –a key decision making age in terms of future career choices. We have also been working with science centres and museums to reach children with their families and parents –the strongest influence of career choice.

In this session you will get the chance to share the ideas and stories you have and we'll discuss how to focus the angle of your story to meet the needs of your audience, especially teachers and parents.

And STFC will share our recent stories and projects: running continued professional development training for teachers, producing resources that teachers can use themselves in the classroom, and on increasing our social media presence to focus on science as a positive career choice.

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