

What is FameLab?

FameLab is an international talent competition to find the best new talent in science communication.

The competitors are given only **3 minutes** to inspire and excite public imagination by giving an entertaining and original talk to a panel of expert judges. The talk should be entertaining and original, scientifically accurate, but also engaging to a non-scientific audience.

FameLab in Croatia is run by the British Council and the Festival of Science, in co-operation with a number of Croatian institutions.

Entrants are persons between 18 and 35 that fall into one of the following categories:

- Undergraduate, graduate and postgraduate students in science, mathematics or engineering subjects
- Lecturers in science, mathematics or engineering subjects, including specialist science teachers with a science degree
- People who work on applying science, technology or mathematics - for example, patent clerks, statisticians, computer technicians, consultants to industry
- People who apply science, mathematics or engineering in the armed forces or government bodies
- People who apply science, engineering or mathematics in industry or business

Do not include:

- Press or PR officers, even for science-related organisations
- Artists who work on science-related themes
- Performers whose shows are about science or engineering
- Journalists and broadcasters (as their main or only job)

The criteria we seek in entrants are content, clarity, charisma.

The **content** must be scientifically accurate. Where there is controversy or uncertainty among researchers, the presentation should include something of this context, and the topic should also be well chosen for the audience.

Clarity in communicating the idea or topic is also essential. However simple or ambitious the subject matter, the audience should be left with a good grasp of it. The key question is: after hearing the presentation, could they explain the content to someone else?

But as well as learning something, the audience should be inspired, so FameLab is also looking for that hard-to-describe but unmistakable quality: **charisma**. The winner will be the one who makes science exciting, fascinating, who shares not just the subject but their passion for it.

Presentation:

- Entrants should prepare two different presentations on two different topics in Croatian (should you however win the FameLab competition in Croatia, you will need to deliver your presentation in English at FameLab international in the UK)
- Presentations should not last more than 3 minutes
- NO PowerPoint
- NO props – except what they can carry and put on the stage in one minute

Structure and Timing:

Local heats will take place as per the following schedule:

Zagreb - Friday, 6 March 2015, 4 pm, University of Zagreb, Zvonimirova 8, Room 301

Split - Monday, 9 March 2015, 4 pm, University Library, Ruđera Boškovića 31

Rijeka - Tuesday, 10 March 2015, 4 pm, University of Rijeka, University Departments building, Radmile Matejčić 2, Room O-029

Schedule of each of the heats will depend on the number of entrants, but the components of each of the competitions are: first eliminatory round, second round, followed by the session where jury asks questions and gives feedback and announcement of winners.

Three winners from each heat will compete in the final live competition in Zagreb, on **Saturday, 21 March 2015 at 7 pm** in front of a live audience and a jury at the Zagreb Dance Centre, Ilica 10.

Training

Winners of the heats will be invited to a weekend master class programme that covers live presentation skills and working with the media, e.g. how to be interviewed, how to talk to cameras and microphones. The master class will take place on **Saturday, 14 and Sunday 15 March 2015**.

Finals

Three winners from each heat will compete in the final live competition in Zagreb, on **Saturday, 21 March 2015 at 7 pm** in front of a live audience and a four member jury at the Zagreb Dance Centre, Ilica 10.

Awards

The prizes for the overall winner and two runner-ups are laptop computers.

The Croatian FameLab winner will travel to the United Kingdom, visit Cheltenham Science Festival and participate in the **FameLab International from 2-7 June 2015**.

The application form can be downloaded from our website www.britishcouncil.hr

For enquiries please write to laboratorijslave@britishcouncil.hr