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The FameLab project

Thursday, 3 September 2015 15:00 (30 minutes)

FameLab aims to discover charismatic, up-and-coming scientists who inspire people to see the world from a new perspective... in just three minutes! Since its birth at the Cheltenham Science Festival in 2005, FameLab has grown into arguably the world's leading science communication competition. A partnership with the British Council since 2007 has seen the competition go global with more than 5000 young scientists and engineers participating in over 27 different countries. Communicating science accessibly and attractively is an ever-growing priority for researchers worldwide. FameLab helps young scientists acquire valuable skills to communicate their work to non-scientific audiences. By doing so, researchers not only challenge common stereotypes of scientists, but also help to justify public funding for their research.

Presenter: VAN DER LAAR, Bart (Science LinX, University of Groningen)

Session Classification: Young Minds