

W E U R E K A ! FESTIVAL

SCIENCE HERE, THERE AND EVERYWHERE!

A Montréal, ville apprenante,
de savoir et d'innovation
project by



Produced by



With the financial support of



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EUREKA!
FESTIVAL
SCIENCE HERE, THERE AND EVERYWHERE!



Concept and objectives

The Eureka! Festival is a huge outdoor celebration of science and technology

The event was initiated by the Montréal CRÉ (regional conference of elected officials) through the *Montréal, ville apprenante, de savoir et d'innovation* committee, and organized by the Montréal Science Centre. It was the result of hard work by many scientific organizations and institutions in Greater Montréal.

The first edition was made possible by financial support from the Quebec departments of Economic Development, Innovation and Export and of Municipal Affairs and Regions.



Concept and objectives

Objectives:

- Spark visitors' interest in and curiosity about science and technology
- Help them learn more about science and technology and innovation in Greater Montréal
- Make Montrealers aware of issues revolving around science and technology
- Bring together people who "do" science and those who benefit from it, and encourage connections
- Act as a showcase for Montreal innovations

WEUREKA!
FESTIVAL
SCIENCE HERE, THERE AND EVERYWHERE!



The 2007 edition: a huge success

The first edition was held on June 15-16-17, 2007
on the Quays of the Old Port

Excellent attendance

3 days

43,000 visitors

2,300 students in school groups on Friday



Visitors came mainly from Greater Montréal (77%).

Source: L'Observateur

A rich and varied program

80 free hands-on activities

Themes:

- aerospace
- archaeology
- media arts
- chemistry
- criminology
- ecology (recycling, clean energy, wildlife and plants, parasitology)
- lasers
- nanotechnology
- physics
- robotics
- health, pharmaceuticals, génomics
- telecommunications



A rich and varied program

Program

Science Tents: Demonstrations and interactive activities put on by students, researchers and professionals.



A rich and varied program

Program

Technology on Wheels: Intriguing mobile technology and inspiring careers.



A rich and varied program

Program

Science takes the Stage and Science Stories:
Entertaining ways of learning more about science.



A rich and varied program

Program

Science in Person: A chance to meet and chat with people who have made their careers in science.

Departures for Discovery and Innovation: Tours of laboratories, firms and workshops.

Science Ahoy: Tours of research ships

Street entertainment...



A rich and varied program

Program

Missions under the Stars: An exceptional evening with astronaut Steve MacLean from the Canadian Space Agency and mission leader Jean Lemire.



Enthusiastic visitors

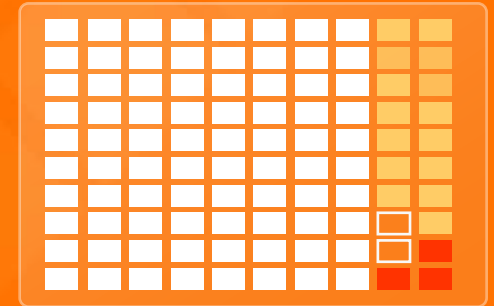


... according to the public satisfaction survey conducted over the three days.

95 % of visitors were very satisfied with their experience

A promising second edition:

80 % of people surveyed said they would come back for the second edition



Curious visitors looking for:

- informations on training and career opportunities in science
- innovations
- a chance to talk about science and technology issues



Delighted partners



... who would like to repeat the experience for the second edition, according to the survey of partners.

What was partners main reason for taking part in the Festival?

To take advantage of the large numbers of visitors to boost their visibility among young people and adults.

For others, the event was a natural extension of their **mission to make science accessible.**

Mission accomplished!



Delighted partners



The Festival partners were:

Génomique Québec • Nano Québec • Hydro-Québec • Nortel • National Research Council of Canada (NRCC) • Canadian Space Agency • Hexagram • Montréal fire department (SSIM) • Urgence-Santé • Sûreté du Québec • McGill University • Concordia University • Université de Montréal • Université du Québec à Montréal • École de technologie supérieure (ÉTS) • École Polytechnique • École des métiers de l'aérospatiale • Institut de technologie agro-alimentaire (Ste Hyacinthe) • Leucan • Pharmabio • Cégep André-Laurendeau • Cégep Rosemont (AQPARE) • Collège Bois-de-Boulogne • Association francophone pour le savoir (ACFAS) • Le Cœur des sciences • Conseil de loisir scientifique de Montréal • 4-H clubs • Les Scientifines • ENvironnement JEUnesse • Association de Geocaching du Québec • Mad Science • Groupe uni des éducateurs-naturalistes et professionnels en environnement (GUEPE) • Hot Air Balloon Festival • Laser Quantum • Île du Savoir Inc. • École Fernand-Séguin • Montréal's Nature Museums • Pointe-à-Callière Museum • Redpath Museum • Simon Ampleman-Émilie Demers



An effective communications campaign

Media exposure worth over \$180,000

Media Relations (Flash, TVA, Radio-Canada, CISM, La Presse, Journal de Montréal, The Gazette, 24H, Métro, etc.)

Print ads (La Presse, etc.)

Radio ads (98.5 FM, Q92, Rock Détente, etc.)

Web ads (98.5 FM, Q92, Rock Détente, MontrealScience, etc.)

Websites (<http://www.festivaleureka.ca> and <http://www.eurekafestival.ca>)

(over 9 000 visitors in 20 days)

WIFESTIVAL A EUREKA!
LA SCIENCE MET LE NEZ DEHORS

Un week-end gratuit de science en plein air et d'activités hautement technologiques
Les 15, 16 et 17 juin
Sur les Quais du Vieux-Port et du Centre des sciences de Montréal
Festivaleureka.ca

Paul Houde, porte-parole du Festival Eureka

CRÉ Québec TELUS Québec Canada



The 2008 edition: even more surprises in store!

Key words for this edition: **creativity and originality**

Attendance objectives: **45,000 visitors in three days**

(attract more school groups on Friday)

A great drawing card:

Free admission to the Science Centre's exhibitions on Saturday and Sunday

Expanded program:

- more Montréal innovations
- more information on **training and careers** in science
- more discussion of **science and technology issues**
- more intriguing **highlights**



The 2008 edition: even more surprises in store!

Why should you take part in the Festival?

It's a unique opportunity

- to **boost your image and profile** among Montrealers of all ages
- to **help attract a new generation of scientists and technologists** by encouraging young people to study in those fields
- to **promote career opportunities** in a scientific field
- to **celebrate the vibrant Montréal scientific community** and its creativity
- to **present Montréal as a leader in advanced sectors**
- to **meet Montrealers** and discuss their expectations and concerns



How can you participate?

When? June 13-14-15, 2008

Where? On the Quays of the Old Port and at the Montréal Science Centre

Taking part in the Festival, means...

You agree to:

- host your activity (people, materials, etc.) for the three days of the event, at the agreed times
- provide all the information required to draw up the program (description of the activity, presentation, text, etc.).

We agree to:

- provide a serviced booth measuring 10 x 10 or 10 x 20 feet, with a banner identifying it
- put your signature on the official program and Festival Website
- Promote the event through an advertising campaign and media relations, all supported by a communications plan
- provide logistical support on the site before, during and after the event
- provide a scientific advisory service and mentoring for presenters



Contacts



To take part in the Festival or
for more information:

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