

Our science engagement event model is based on Maslow's hierarchy of needs. The different levels of the pyramid consider the basic requirements that people need to feel welcome, physically comfortable and confident, enabling them to enjoy and participate in an experience.

Consider each level of the pyramid to help your audiences have a memorable, enjoyable and inspiring experience.



### OUTCOME

**An engaging, memorable and inspiring experience**

### INTELLECTUAL EQUITY

**Everyone feels that they have the knowledge and the opportunity to contribute**

- Is the topic relevant and interesting to your audience?
- What's your hook? How will you inspire or invite people to get involved during and following the event?
- Could people benefit from any supporting information or have any jargon defined?

### EMOTIONAL/SOCIAL ACCEPTANCE

**Everyone feels welcome, included and confident to take part**

- How will you help everyone to feel confident to contribute in any activities or discussion?
- Have you considered different ways of communicating your content to people's learning styles (eg images, objects or hands-on experiences)?

### PHYSICAL NEEDS

**Everyone feels comfortable and can physically access the event and any activities**

- Is the space arranged so that everyone can see and hear each other?
- Are there any barriers to access (eg tables too high for younger children, room too hot or too cold)?
- Is your event at an appropriate time for the level of participation you expect (eg people may be tired later in the day)?