

To help us create engaging, inspiring and memorable experiences, we need five essential elements: **Hook, Inform, Enable, Extend** and **Reflect (HIEER)**.

HOOK

Capture people's attention or spark their interest.

- Spark curiosity, e.g. 'did you know...?'
- Introduce the content in surprising ways, e.g. with games, humour, popular culture...
- Invite people to join in
- Ask open questions
- Create a captivating stand or event title
- Provide a warm welcome with a genuine smile
- Create awe and wonder with authentic, new, or intriguing objects and images

ENABLE

Give people the opportunity to actively do something with the content.

- Use hands-on activities
- Ask thought-provoking questions that get people thinking and talking, by themselves, with you or each other
- Create challenges or competitions which 'gamify' the experience
- Provide self-led activities that help people take ownership of the experience
- Include opportunities for people to use and develop skills and highlight how these are useful in STEM

INFORM

Share content, knowledge or information.

- Provide information using a variety of formats e.g. video, animation, images, text, your conversations...
- Use objects or working models to highlight STEM principles and concepts.
- Share stories that help put STEM into context
- Link content to people's everyday lives, interests or existing knowledge to help them connect with the information



REFLECT

Continually reflect on your audience's experience and make appropriate changes **before, during** and **after** the activity. Consider your audience's needs, prior knowledge and experience. What worked well? What would you improve? Were your outcomes achieved?

EXTEND

Find ways to make your experience last longer.

- Provide challenges to complete on the way home
- Link to other places, events or information that connect with the experience
- Suggest questions or topics people can think and talk about or research further
- Share activities people can do at home, in school or out and about, e.g. digital games, hands-on activities...
- Signpost to further information