

CHELTENHAM FESTIVALS



**International**

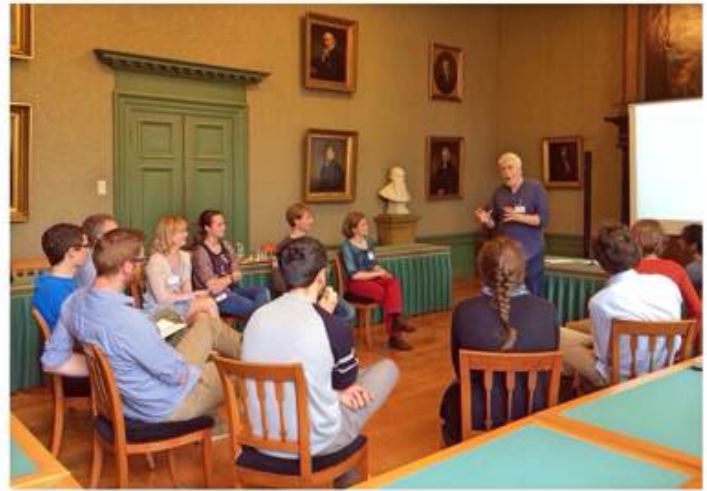
# **Fame Lab**

**TALKING SCIENCE**

**REGIONAL HEAT  
Leiden University  
17 February 2015**



**#famelabNL**



## **Table of Content**

**4 About FameLab**

**5 Programme**

**6 Moderator**

**7 Chair of the Jury**

**7 Jury Members**

## About FameLab

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 25 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.

### **FameLab Netherlands 2014**

FameLab Netherlands is organised by the British Council in partnership with our national partners KNAW, NTR and Museum Boerhaave Leiden.

The regional heats are organised by our regional partners University of Groningen / Science LinX, Leiden University, Radboud University / Radboud UMC and Wageningen University and Research Centre.

Dutch public broadcaster NTR is media partner for FameLab Netherlands and will present the Audience Award during the Final. In addition, NTR will support the Masterclass with media/camera training and will film the FameLab Heats and FameLab Netherlands Final.

### **Heats**

During four heat around the Netherlands, young scientists will have the opportunity to share their passion for science. The winners of the regional heats will go through to the Masterclass.

### **Masterclass**

The FameLab Masterclass in Media and Science Communication will be hosted by the Royal Netherlands Academy of Arts and Sciences (KNAW). The winners of the Heats will all take part in the two day Masterclass from **12-13 March 2015**. After the Masterclass, 10 Finalists will be selected to compete in the National Final.

### **National Final**

The National Final will be held at Museum Boerhaave in Leiden on Tuesday **21 April 2015** in the evening. The 10 selected Finalists will compete against one another to see who will be crowned winner of FameLab Netherlands 2015!

To reserve a seat at the National Final on 21 April or to get involved in FameLab Netherlands, please send an email to Manon de Ruijter on [manon.deruijter@britishcouncil.nl](mailto:manon.deruijter@britishcouncil.nl).

### **International Final**

The overall winner will travel to the UK to compete in the FameLab International Final which will be held in Cheltenham in June 2015. The International Final is co-produced by Cheltenham Science Festivals and the British Council.

## Programme – Regional Heat – 17 February 2015

- 15.30 Arrival and registration at Klein Auditorium, Academiegebouw Leiden University \*
- 16.00 Welcome by Moderator
- 16.05 First round of presentations
- 17.00 Tea/coffee break
- 17.10 Second round of presentation
- 17.55 Jury deliberations
- 18.05 Winners announced
- 18.10 Drinks for all FameLabbers
- 18.30 Close



\* Leiden University, Rapenburg 67-73, Leiden

## Moderator



**Drs. Marleen van 't Oever**

Director of Communication

Leiden University Medical Center

Marleen van het Oever is Director of Communication at the Leiden University Medical Center.

Before she became Director in 2012, Marleen worked for almost ten years as the academic hospital's spokesperson and communication advisor. She has extended communication experience in the academic as well as in the corporate sector. Marleen has a double degree in Communication Sciences and Roman Languages & Cultures and has lived and worked in Grenoble and Quebec.

## Jury Members



**Professor Dr Simone Buitendijk**

Vice-Rector Magnificus

Leiden University

Simone Buitendijk is Vice-Rector Magnificus and member of the Executive Board of Leiden University.

Before taking up her role in the Executive Board, Simone Buitendijk was Professor of Preventive Healthcare for Children at the Leiden University Medical Center (LUMC). She was also Head of the Child Health Programme at TNO Institute for Applied Scientific Research in Leiden where she heads a group of 40 researchers. In addition Simone was Professor of Primary Care Obstetrics and Integrated Care at the Faculty of Medicine of the AMC-UvA.



### **Professor Dr Bas Haring**

Professor in Public Understanding of Science and philosopher

Leiden University

Bas Haring is a full Professor at Leiden University, where he holds a chair in Public Understanding of Science since 2007.

His aims are to make science more accessible for a general public, and to train scientists in doing the same. Bas writes popular science books and columns in national papers, hosted his own philosophical TV-programme, and initiated the Media Technology MSc programme.



### **Professor Dr Jaap de Jong**

Professor in Journalism and New Media

Leiden University

Jaap de Jong is a Professor at Leiden University, where he holds a chair in Journalism and New Media since 2011.

Jaap is an expert in the rhetorical aspects of journalism. His research includes the analysis of style and rhetorical techniques in speeches, among others those of Obama. Jaap has been in the jury of the Socrates Price for best debater and has written various books on rhetoric for the general public. His most recent work is 'Spreken als Max Havelaar', in which he illustrates how to speak convincingly based on one of Holland's most renowned orator's: Multatuli's Max Havelaar.

[www.britishcouncil.nl/famelab](http://www.britishcouncil.nl/famelab)

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 FameLab International

FameLab Netherlands Partners:

