5 key insights about Science(based) events Audience profile

Based on a survey for the project

Positioning science as part of cultural life – audience development for 'Sofia Science Festival'

Preferred Communication Channels

Most preferred by **ages 10 – 39**

Most preferred by **ages 40 – 60+**

Preferred by **"educated young" people**

Preferred by respondents with professional interests in science

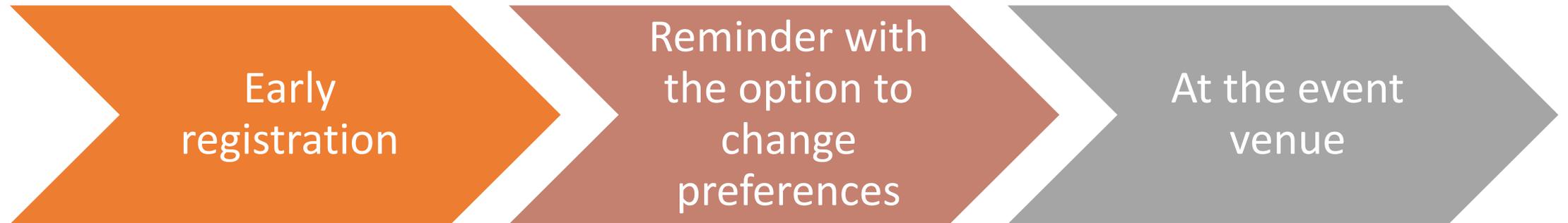Media and outdoor advertising are effective according to **¼ of the individuals surveyed.**

Flyers distributed in school are an important engagement factor for students

Meeting a young representative of the festival is a key factor for attracting **students**

Clipart: pngtree.com

Registration process - preferences
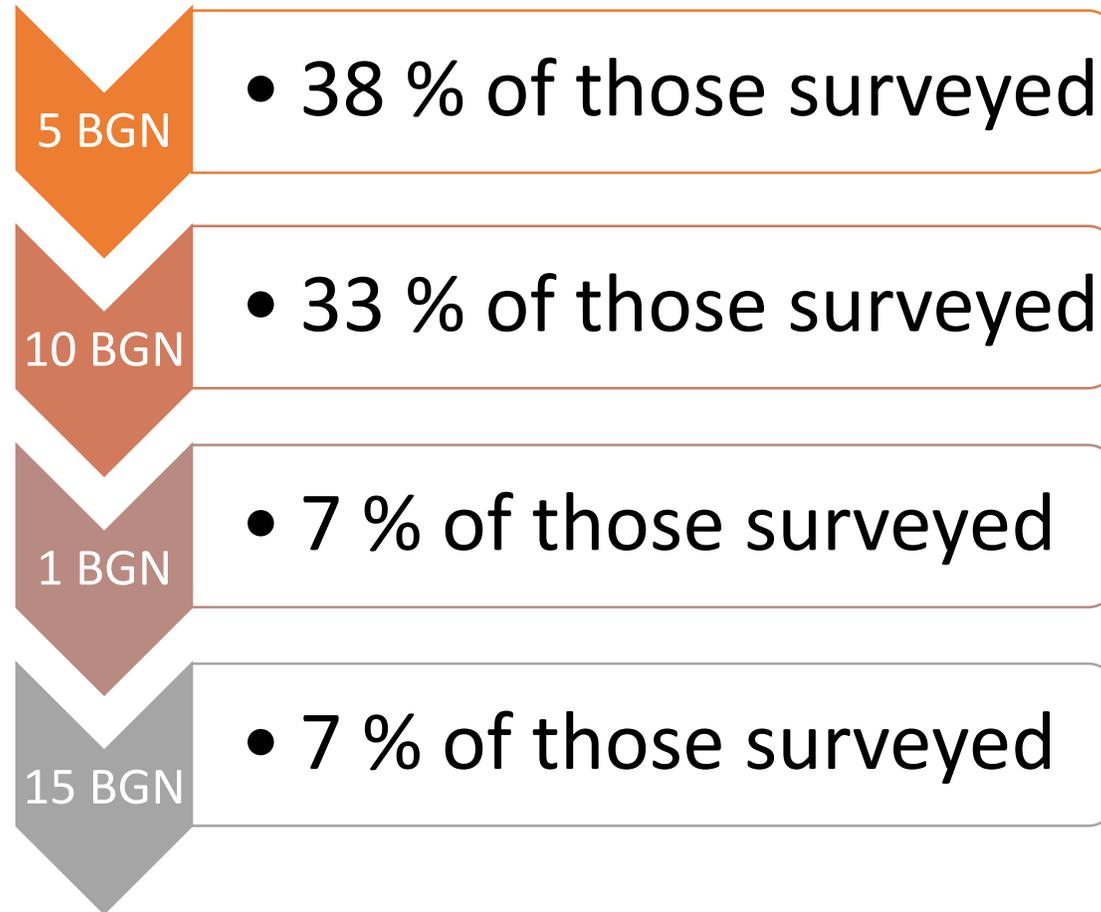
Preferred content

Contemporary and interactive events that present science in a popular format

Main topics: human – science/technology relation, the science behind human behavior

For young audiences: the importance of science in other fields (sports, music, or video games)

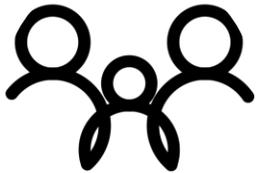Events suitable for **group visits**: family and friends

Price preference

5 BGN
- 38 % of those surveyed

10 BGN
- 33 % of those surveyed

1 BGN
- 7 % of those surveyed

15 BGN
- 7 % of those surveyed

Discount prices for

Students

Families

Retirees

The Sofia Science Festival is a yearly event, organized by the British Council in Bulgaria under the patronage of the Bulgarian Ministry of Education and Science, in partnership with Sofia Municipality. In 2019 the event took place for the 9th time. The main goal of the festival is to popularize science and its place in cultural life. The audience capacity of the festival is estimated to be 20,000 people.

Positioning science as part of cultural life – audience development for 'Sofia Science Festival' is a project contributing to the understanding of the present audiences of SSF.

The goal of the project was to assist the festival in developing new audiences. Additionally, it served promoting the idea that science is part of public cultural life and contributes to the image of the "smart city".

More about the research methods of Intercultura Consult at inter-cultura.eu.