

# What should we consider?

## Advice on running an activity at The Big Bang

In this guide we offer some practical pointers to help you design your stand in a way that will create the best visitor experience possible. We are always happy to discuss ideas with you and/or attend meetings with your team or stand designers to offer support; the team contact details are at the end of the guide if needed.

### Can visitors come onto your stand?

Please ensure that visitors can enter your stand space in order to try out activities. Due to health and safety management, visitors should not be completing your activity in the aisle space around your stand.

### How many people can participate in the activity at any one time?

You should expect approximately 1,000 visitors to your stand each day and we encourage exhibitors to select activities that allow multiple people to engage with it at any one time, this will help to improve the visitor experience by allowing all visitors to receive consistent messages from your team while reducing queuing times across the event. We strongly advise against offering activities that only one visitor can do at any given time as they can lead to long queues and offer minimal STEM engagement for visitors waiting to take part. If, however, this is something you would like to do, please review our queuing guidelines below and talk to the Big Bang Event Team.

### How long does your activity take?

Consider offering 2 or more activities to allow visitors to spend as little or long as they wish at your stand. If all your activities are very short (under 2mins) you may have greater footfall, however, may not have the opportunity for more in-depth careers talks with visitors, likewise if all activities are longer, you may put-off visitors who just want a quick look at what your organisation do. Depending on what type of engagement/age range you are targeting, you may tailor your activities to help you achieve your organisational goals.

### Are your activities adaptable for different ages?

The Big Bang Midlands will welcome 8,000 visitors across 2 days, broadly speaking 20% are from Key Stage 2 (ages 7-11), 60% from Key Stage 3 (ages 11 -14) and 20% from Key Stages 4-5 (ages 14-19). To maximise your potential reach, you may wish to have different activities that cater to each age range or have ways to tailor your activity depending on who you are engaging with. It is also worth briefing your stand staff to adapt the way they explain activities or careers in their industry depending on the age of the visitors they are engaging with.



## The Big Bang Near Me

### Does your activity require adult supervision?

The first day is attended by school groups and the second day is a family and community groups day. Depending on their age, you will often find that students are exploring the event unsupervised. If activities are particularly complex and require more adult support to complete, you may wish to have more stand staff on the school day. In contrast, on the family day you can expect most children to be supervised by 1 or 2 adults and it may be easier to deliver more in-depth activities.

### Do you have enough staff manning your stand?

We ask that all exhibitors have a minimum of 3 members of staff on their stand, this will allow you to rotate taking breaks while keeping the activity up and running during the whole day. Having said this, many stands will require significantly more staffing due to its size and the number of activities you plan on running. When selecting activities for your stand, we recommend that you consider how many people you will have in your team each day, to ensure that all activities can be run safely and effectively.

### Does your activity require the internet?

If your activity requires internet to run, we recommend ordering a fixed line via the venue as the Wi-Fi can sometimes be unreliable. An even better solution would be to adapt your activity to run off-line, not only will this guarantee that your activity will run at all times, but also it will save you costs associated to having internet on your stand.

### Have you considered the resources required to run the activity?

When selecting activities consider the equipment and resources required to run it. If it breaks is it easily fixed onsite? Will you have a back-up activity or trained staff to fix an activity if required? Do you need to order resources for each person taking part? If so, where will you store these on your stand and how often will they need replacing.

### Will you provide giveaways?

Many exhibitors choose to provide visitors with a giveaway after taking part in their activity and this can prove a simple and easy way to gauge the number of visitors you have engaged with. You may choose to offer different types of giveaways depending on the length of engagement e.g. a sticker for visiting the stand vs a higher value item for taking part in a longer activity.

### Do your activities cater to different learning styles?

Don't forget that everyone has a different learning style, some are visual or kinaesthetic learners while others thrive with a more auditory or verbal learning style. Ensure that your stand design caters to different learning types by including hands-on activities, visual displays as well as briefing stand staff to be confident in explaining the activity.

### Have you considered all kinds of visitors, including those with invisible disabilities?

We are proud of the inclusivity we embed in all of our events and welcome visitors from a broad spectrum of abilities. There are likely to be visitors with additional needs that may not be visible and we do offer an optional lanyard if any of those visitors would like to be identified as having hidden disabilities, but please bear in mind that some will choose not to wear them. This can be particularly relevant with respect to social interaction e.g. making eye contact.

We have recognised that whilst the Big Bang events are a brilliant way to see science and engineering come to life but they are also busy, noisy and bright, which can be more difficult for some people who might be really interested in these types of career. At the end of the school day there will be a quieter Relaxed Session which will run in exactly the same way as the rest of the day but with less people attending, there will be an opportunity to engage with these students in a different way.

If you need help to consider how you can make your activity inclusive, there are some excellent resources available to help you and your team understand more about the considerations you need to make. Visit [www.autism.org.uk](http://www.autism.org.uk) to find out more.

**If you would like to source specialist support, training and/or mentoring for your business, we work with an organisation called Track n who will be able to provide that expertise.**

**Please contact Thomas Cliffe email: [thomas@track.org.uk](mailto:thomas@track.org.uk) or call 07545 354265.**



## Need help?

The Big Bang Team are always happy to discuss your activity plans and offer advice, please contact the event team for assistance.

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