

Call to journalists

Attend Europe's largest science engagement conference

All expenses covered

Dear colleague,

You know Ecsite, the European network of science centres and museums – and you also probably know its annual conference, bringing together up to 1,000 science communicators from over 45 countries. This is the **largest professional science engagement event in Europe**, offering more than 90 sessions delivered by over 350 speakers. Check out the [website](#) and [press release](#).

This year's high profile guest speakers include **European Commissioner** for Research, Science and Innovation **Carlos Moedas**; Entrepreneur Andrea Illy, Chairman/CEO of illycaffè (Italy); food waste scandal activist Tristram Stuart, Author and Founder of the NGO "Feedback". You will also find synthetic biology, Responsible Research and Innovation, FabLabs or visitor tracking on the menu.

The Ecsite Annual Conference is renowned for its **friendly atmosphere**, creative spirit and brilliant social events. The year's edition will certainly have a special flavour, as attendees gather in beautiful Trento at the foot of the Dolomite mountains and discover the striking architecture of host museum MUSE, **designed by Renzo Piano** and opened to the public in July 2013.

Opportunities for European journalists

Two different opportunities are open to journalists:

- **For a few "stars": all expenses covered.** MUSE will invite 3-4 top European journalists. Their travel and accommodation expenses will be covered and they will get a free conference registration, including social events.
- **For up to 10 extra brilliant communicators: free access to the conference.** Ecsite and MUSE will give free access to conference sessions and lunch to up to 10 other journalists.

How do I apply?

This call is open to science or culture journalists working for an influential newspaper, website or TV channel (etc.) as well as to science communication bloggers.

Please send the following to communications@ecsite.eu **by the end of 23 April**:

- Your CV and copy of your press card if you have one
- A recent article or post on a science engagement topic
- Proof of your reach: number of readers/viewers of your publication(s). If you're a freelancer, please provide a letter of support from the Director(s) of the publication(s)/channel(s) you want to use to report on the Ecsite Annual Conference
- The commitment you can offer in terms of conference coverage: number of articles/posts/other coverage, expected reach, format etc.

Ecsite and MUSE will look into all applications and select invited journalists by 4 May.

Questions?

Contact Julie Becker, Ecsite Communications and Events Manager, at communications@ecsite.eu / +32 473 414 574.

Looking forward to seeing you in Trento,
Regards,

The MUSE & Ecsite teams