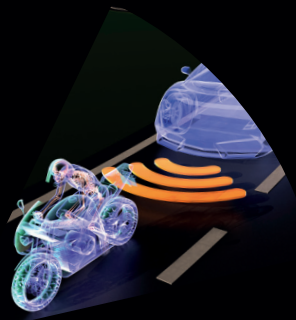




Festival of
MEASUREMENT

INSTITUTE OF MEASUREMENT & CONTROL

SEPTEMBER 2018 - MAY 2019



**Festival of
MEASUREMENT**

festival@instmc.org
www.instmc.org



FESTIVAL OF MEASUREMENT

The Institute of Measurement and Control will be hosting the first ever national Festival of Measurement.

The Festival will launch in September 2018 at the IMEKO World Congress in Belfast and will run until World Metrology Day in May 2019.

Why now

On 20th May 2019 (World Metrology Day) the SI unit of the kilogram will no longer be based on a physical artefact held in France.

Scientists have finally found a way to define a kilogram using measurable universal constants, bringing it in line with the other six fundamental SI units.

This is a great step forward in terms of continued standardisation and global reproducibility of measurement. It is expected that in the lead up to World Metrology Day 2019 there will be a greater than normal focus and discussion around the science of measurement in industry and the wider press.

The Institute of Measurement and Control plans to be at the forefront of these discussions and use the opportunity this provides to promote measurement awareness and excellence, across the UK.

During the Festival InstMC wants to highlight the pervasive nature of measurement in daily life and highlight its importance in industry and research.

The main aims of the Festival are to make the public more aware of measurement, encourage industry to be fully aware of the financial and reputational implications of good measurement practice, and encourage young people to consider metrology focused career options.

Aims and Objectives

- Promote a culture of accurate measurement in industry
- Raise UK Public awareness of the importance of measurement
- Promote metrology as a career and highlight its importance in STEM subjects

Our Audience

- The Public
- UK Industry
- Young people and students

ABOUT INSTMC

The Institute of Measurement and Control is incorporated by Royal Charter as the professional body for scientists and engineers working in measurement, automation, and control. Founded in 1944, our members' original priority was to maintain the national infrastructure and support wartime logistics.

Today's InstMC is an international network of professional engineers and scientists covering the measurement, automation and control field, and increasingly collaborating with related organisations. We aim to:

- Promote high standards of professional competence
- Inform and support our members in their careers
- Provide a bridge between academic research and industrial practice
- Encourage students into engineering and science
- Engage with the wider public
- Inform government policy



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EVENTS AND ACTIVITIES

Festival Launch

The Festival will start on 3rd September during the first day of the IMEKO conference. An invitation has been sent to all A-level Physics students in Belfast, and Nobel prize winner Professor William D Phillips will be giving a fun interactive lecture called “Time, Einstein and the coolest stuff in the universe”.

After the lecture the Festival will be officially “launched” and a timer will start counting down 23 million seconds (the length of the Festival).

Ruler Project

A high quality accurate steel ruler will be sent to every secondary school in the UK along with educational resources on measurement.

The rulers will be sent in Festival branded presentation boxes complete with a certificate of accuracy and a QR code which links to online educational videos and resources.

Royal Institution Public lecture series

A series of 3 to 6 evening lectures in the Royal Institution lecture theatre. Promoted by InstMC and RI we hope these ticketed lectures will appeal to the science interested public. There is the option of having these events filmed by RI’s in-house production team. These will then be made available on the RI social media accounts (Twitter: 61.8K followers. YouTube: 347K subscribers).

Industry Pledge

InstMC will create a “good measurement pledge” for industry. Companies that sign up to the pledge will be entitled to display a special InstMC/Festival of measurement logo to show they are committed to good measurement practice. InstMC’s website will display a list of the companies who sign up. This activity will continue beyond the life of the Festival and is designed to draw industry attention to the benefits of good measurement practice.

Science Museum Activities

- A stand during 2019 spring half term staffed by measurement experts with small table-top activities and demonstrations.
- Measurement artefacts displayed in the Tomorrow Lives zone on the ground floor for 3 months starting from Oct/Nov 2018
- Measurement themed “Lates” night on the 29th May 2019 with speakers and hands-on activities
- Special event on World Metrology Day (20th May 2019) to mark the inauguration of the “new SI”

Student Measurement Competition

A free to enter competition for UK based university students. Students will be asked to solve a measurement problem in a creative way. Open to all disciplines.

Online resources

Videos, animations, recorded lectures, worksheets and infographics promoting measurement and measurement careers will be available throughout the Festival on the InstMC website, twitter and YouTube.

App-Jam

Student developers gather for 24-48 hour one-off events where they compete to build an app based on a basic brief. InstMC will create the brief for an educational app/game focused on measurement for one of these competitions. The app will then be made available for the public to download.

InstMC Lecture Series

Public and industry lectures about measurement. Held at several venues throughout the Festival.

Supporter events and activities

Many organisations will be holding Festival of Measurement branded events between September 2018 and May 2019. These will be listed on the events page of the Festival website.

SUPPORT THE FESTIVAL

 Follow us on twitter @MeasureFestival
(<https://twitter.com/MeasureFestival>)

Brand your own events - Let us know what events you are running Sept 2018 - May 2019 and we can put them on the Festival of Measurement events page, promote them, and provide you with a branding pack. You will also be listed with your company logo on the 'supporters' page of the website.

Sponsorship - All donations towards the Festival are greatly appreciated and will help us to make the Festival a huge success.

The cost and benefits of sponsorship will vary depending on the event/activity, and the level of sponsorship you would like to provide.

All financial sponsors will receive:

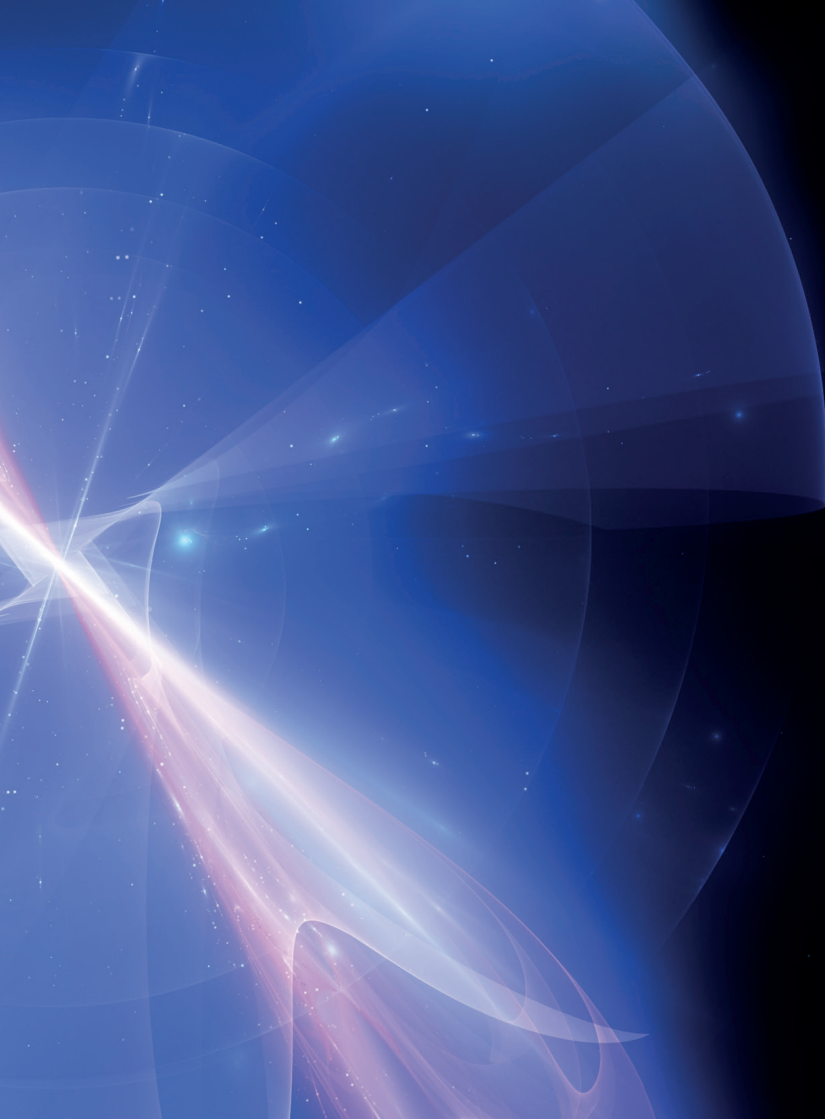
- At least one free full-page advert in InstMC's magazine Precision
- Advert in InstMC monthly e-newsletter
- Your company logo on the 'supporters' page of the Festival website
- A special bronze, silver or gold sponsor logo that you can use on your company website and any other promotional material
- The option to submit a 3-page editorial feature for inclusion in Precision magazine

Depending on the event being sponsored a range of on-site promotion can be made available to sponsors including:

- Your company's promotional banners on site
- Table top exhibition space
- Your company logo in event promotional material
- Your logo and a thank you in event programmes.

If you would like to talk about sponsoring the Festival or discuss other ways to be involved please get in touch by contacting festival@instmc.org





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