



Mini Guide to Organizing an Astronomy Outreach Event

1. Define the Event's Objective

- ☐ Choose the target audience (children, families, students, general community, etc.).
- ☐ Define the purpose: Observing the sky? Sharing a discovery? Promoting public engagement in astronomy?
- ☐ Decide the format: talk, workshop, astronomical observation, science fair, etc.

2. Select the Date and Venue

- ☐ Check for relevant astronomical events (eclipses, meteor showers, planetary oppositions).
- ☐ Choose an accessible location with low light pollution if sky observation is planned.
- ☐ Ensure the space is appropriate for the expected number of attendees.

3. Plan Activities

- ☐ Organize talks with astronomers or science communicators.
- ☐ Prepare interactive workshops on the solar system, constellations, meteorites, etc.
- ☐ Ensure telescopes and trained personnel are available for explanations during observations.
- ☐ Include fun activities or astronomy-related games to engage younger audiences.

4. Manage Resources and Collaborators

- ☐ Contact astronomers, educators, or institutions for support.
- ☐ Seek sponsorships or partnerships with museums, universities, or cultural centers.
- ☐ Obtain educational materials (star maps, astronomy apps, informational brochures).

5. Promote the Event

- ☐ Design eye-catching posters with clear and engaging information.
- ☐ Share on social media with periodic posts and reminders.
- ☐ Use specific hashtags and tag relevant institutions to increase visibility.
- ☐ Contact local media for announcements on radio, TV, or newspapers.
- ☐ Create an event page on platforms like Facebook or Eventbrite to manage registrations.
- ☐ Share pre-event content, such as fun facts, sky images, or interviews with speakers.

6. During the Event

- ☐ Form an organizing team with assigned roles (registration, technical support, guides, and people answering public questions, etc.).
- ☐ Provide a printed or digital schedule with activity times and locations.
- ☐ Assign staff to assist attendees and facilitate interactions with experts.
- ☐ Ensure a smooth experience during telescope observations (turn-taking, brief explanations, etc.)
- ☐ Document the event with photos and videos for future reference and promotion.
- ☐ Encourage participation with interactive activities, surveys, or open discussions.

7. Evaluation and Follow-up

- ☐ Gather attendee feedback through digital or physical surveys.
- ☐ Document the event with photos and videos for future reference.
- ☐ Post an event summary on social media and thank collaborators.
- ☐ Analyze what worked well and what can be improved for future editions.

With this practical guide, you'll be able to organize a successful and memorable astronomy event.

Good luck and clear skies! ✨🔭