

IOP Institute of Physics

A Decade of Wonder!

The IOP's '3 Minute Wonder' Science Communication Competition

Mark Telling

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Three Minute Wonder

A member led initiative originally conceived to allow Nation, Group and Branch members across the UK and Ireland to inspire the general public while collaborating on a common project

IOP's **3 Minute Wonder** Science Communication Competition

Three Minute Wonder challenges researchers or project team members, working in physics or a physics-related fields in academia, business and/or industry, **to explain their work to the public in just three minutes.**

Each participant pitches to a panel of established science communicators and an interested but non-specialist **general public** audience.



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Value of Competing ?

- Gain science communication **experience**
- **Network**
- **CPD opportunity** (feedback from established science communicators)
- **Promote yourself, your organisation and your work**
- Prize (winner and runner up)
- Heat winner featured in **Physics World**



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- Heats run **across the UK and Ireland** between Sept and April
- Heat winners: compete in May in the Grand Final (Royal Institution).



To ALL Nation, Branch and Group committee members and IoP support officers (past and present) across the UK and Ireland for your help, enthusiasm and support!




The Judges







Reach and Influence



“ ... it was a truly unique night and has hopefully set the tone for the rest of my PhD!”

“Educational, inspiring and entertaining all at once.”

“The event was fantastic and I can see it turning into something even bigger over the next few years.”

“ My daughter enjoyed the evening as much as I did.”

“Fantastic 1st half. Exo-planets, nanotubes, solar power, superconductors and aliens!”



Which of the following has NOT been 'Impacted' by 3MW in some way?

The BBC World Service

0%

The American Classroom

0%

The Top 40 Singles Chart

0%

A Home Schooled Student

0%


Denmark

0%

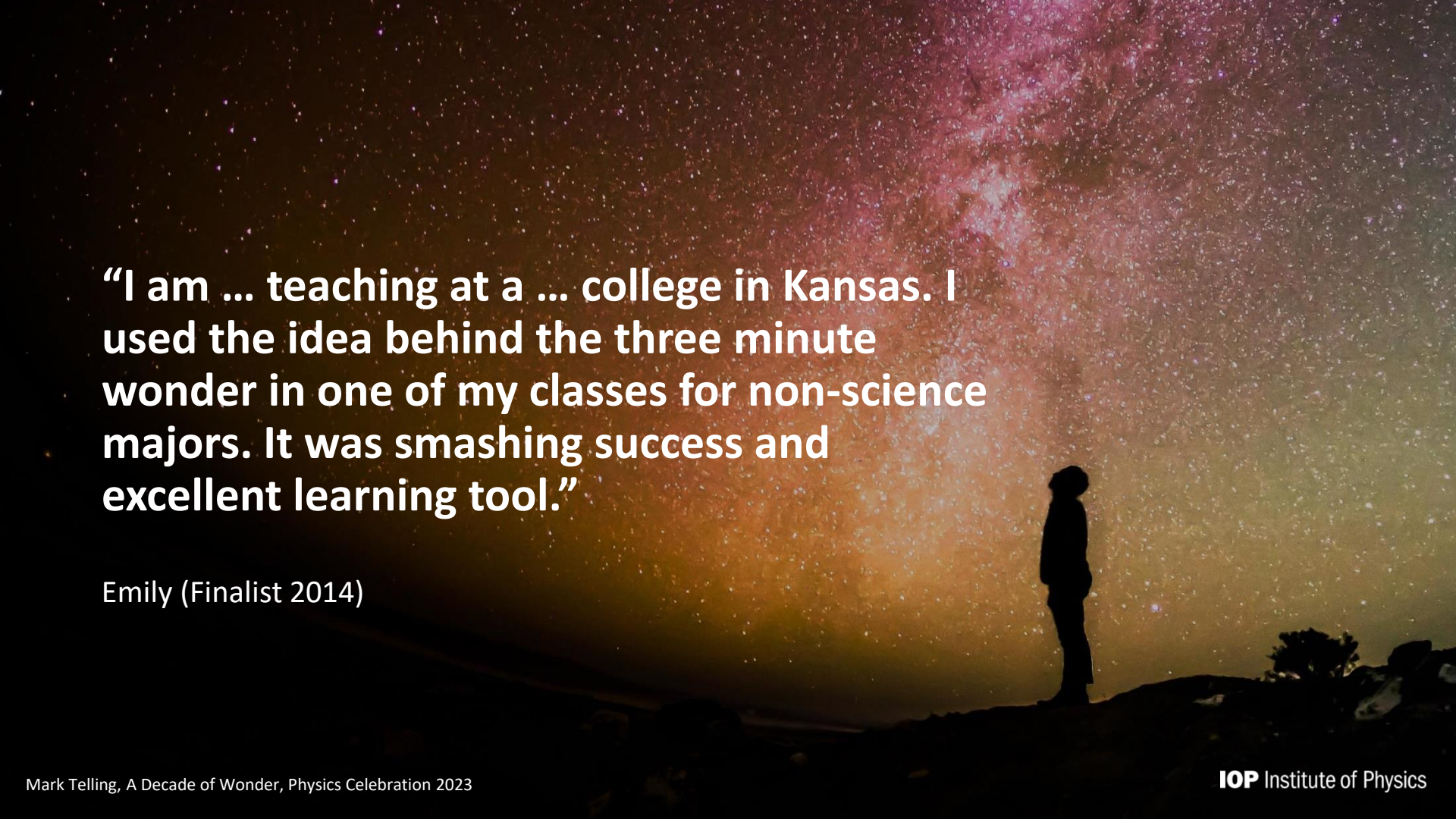
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**A truly UK and Ireland wide initiative!
(location of the 2022 finalists home institutions)**




“My eight-year-old is passionate about science and physics in particular. We went to the 3MW national final at the Royal Institution last week and he loved it.”

A person is silhouetted against a vibrant night sky filled with stars and the Milky Way galaxy. The person is standing on a dark, rocky outcrop, looking up at the stars. The sky transitions from a deep purple and blue at the top to a warm orange and yellow near the horizon. The Milky Way is clearly visible as a dense band of stars stretching across the upper right portion of the frame.

“I am ... teaching at a ... college in Kansas. I used the idea behind the three minute wonder in one of my classes for non-science majors. It was smashing success and excellent learning tool.”

Emily (Finalist 2014)



“Embracing technology enhanced our (audience) participation and made the competition much more inclusive and enjoyable. Thank you.”

Audience member feedback (2018 Final)

Recipe for Success?

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 - today's competition is very different
 - practice, practice ... and then practice
- Clear vision, goal and boundaries
 - create content for your audience
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 - excite colleagues with possibility
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- Adoption of technology for EDI
- But **NEED** better links to Business and Industry



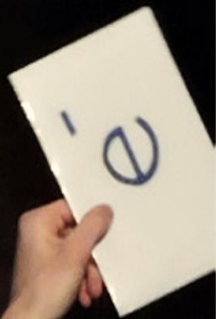
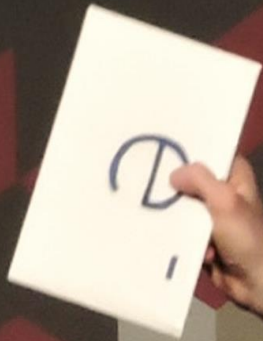
Thank You

For more info see: www.iop.org/3mw

or email: mark.telling@stfc.ac.uk

“It was a **privilege and career highlight** to get to talk to such an excellent audience and judges panel ... it’s **something my younger self would hardly believe!**”

Lewis (Finalist, 2022)



Chris (Finalist, 2018)