At pepnet#24 in June 2018 we heard about the experiences and the advice from three colleagues what makes for good activities at fairs and festivals and what else you might find helpful.

- Practical attractive hands-on activities (do not just talk at somebody)
- Have a team – try not to do it on your own
- Engaging children and parents makes activities more effective (some families stay for ages if all are engaged)
- If the main research idea is difficult, try simpler messages as they work much better.
- Takeaways: quizzes, fliers, colouring-in (for children and adults!), crafting, food, recipes
- Pay your helpers (students) through resourcing your engagement activity appropriately when writing your research proposal
- Plan, plan and plan again - Optimise flow between different activities on your stall
- Know (almost) everything about the venue and contacts on the day
- Do not preach to people
- People coming to a festival/fair expect a stall and will be more willing to engage – that is less true for a market or a pop-up on the street
- Try to work with partners, which can result in in-kind contributions
- Avoid mess (usually results in Health and Safety alerts)
- If you have posters/displays try for as little text (big enough to be read from 3m away) as possible, use pictures, make it interesting and inviting (test it).
- Think about relatively quick ways to get feedback about your stall/message – have a person dedicated to evaluation