



Partnership opportunities 2022



Introduction

The [Association of British Science Writers](#), established in 1947, exists to champion independence and excellence in the reporting of science, medicine, engineering and technology.

We support journalists and writers at all career stages through an annual calendar of conferences, summer schools, networking events, awards, fellowships, mentoring and professional resources.

75 years' supporting science writing and journalism

In March 1947, the Association of British Science Writers held its first meeting at 5 Old Burlington Street, London. 75 years later, we have a dynamic membership of over 600 science writers and journalists.

The world needs the ABSW as never before. Members strive to interpret plagues, environmental degradation, AI, genetic engineering and so many other areas of science, technology and engineering for the public. They critique sectors, private and public, that often deploy lavishly resourced public relations machines. They battle mis- and disinformation. And many of them do this as freelancers lacking the supportive infrastructure that an employer would provide.

In 2022 we celebrate our association's achievements with a string of special activities. Including a high-profile 75th anniversary reception in London, a one-day Conference on lessons learned for science reporting post pandemic, and new a Young Science Writer of the Year Award.

Working in partnership

We forge impactful and sustainable partnerships with companies whose values align with our own; our aim is to expand the reach and impact of our work; in return we offer our partners powerful opportunities for maximizing return on investment through:

- increased brand visibility
- relationship-building with key decision-makers and influencers
- networking with ABSW members and delegates
- optimising the talent base of science writing in the UK

Contact for all partnership enquiries:

Sallie Robins
Executive Secretary, ABSW
sallie.robins@absw.org.uk
07733 330344

UK Conference of Science Journalists (UKCSJ)



The Francis Crick Institute venue for UKCSJ22, London @PaulGrundy

Date: September 27, 2022

Venue: The Francis Crick Institute, London.

Theme: Science reporting post pandemic: Lessons learned, changing working practices, next big stories

Expected attendance: 200 science journalists and writers from both the UK and internationally along with an online audience of 100+ through this hybrid event

This one-day conference organised biennially by the ABSW has four key aims:

- To discuss and debate contemporary issues in science journalism
- To encourage and provide skills for newcomers
- To promote professional development
- To enable journalists to link with colleagues, encouraging journalistic entrepreneurship

The UKCSJ provides an excellent opportunity for organisations to contribute to the continuing development of the profession of science journalism, whilst developing relationships with science journalists. Through sponsorship, and the opportunities provided, supporters of UKCSJ will be able to:

- Network with science journalists and broadcasters both from the UK and internationally.
- Contribute to skills and professional development of science journalists.
- Gain exposure for your organisation with UK and international science media – before, during and after the event, including through pre-event marketing.
- Promote awareness about key advances in science, technology, environment, or medicine.
- Forge new contacts for future communication with UK and international science media.
- Engage in new initiatives promoting clear, critical, and challenging science journalism.
- Form connections with the next generation of science journalists - a long-term investment in corporate communications and scientific outreach.

Association of British Science Writers Registered company no 7376343

absw.org.uk

Opportunities available:

Trends and Innovation Partner: £5000 (1 opportunity)

- Your organisation logo to appear on all promotional and conference materials
- Branding of all sessions in the trends and innovation strand
- Opportunity for your representative to make a 3-minute address at the start of your chosen trends and innovation session
- Acknowledged and thanked in Chair's opening and closing addresses at UKCSJ
- A list of delegates (pdf format) who have consented to having their details on the delegates' list, two weeks prior to the conference
- 4 complimentary passes to the full conference
- Exhibition space in the exhibition area
- Literature or promotional item distribution to delegates

Evening Reception Partner: £5000 (1 opportunity)

- Opportunity for your representative to make a 5-minute address during the evening reception
- Your organisation logo to appear on all promotional and conference materials
- Pop up banners and/or exhibition stand during the evening reception
- Literature or promotional item distribution to delegates
- 4 complimentary passes

Lunch Partner: £2000 (1 opportunity)

- Your representative to make a 3-minute address during lunch
- Your organisation logo to appear on all promotional and conference materials
- Pop up banners during lunch (provided by sponsor)
- 2 complimentary passes to the full conference
- Literature or promotional item distribution to delegates

Exhibition Stand: £1000 (5 opportunities)

We are offering the option for organisations to set up an exhibition stand to inform delegates of their organisation, research and/or products

- Exhibition space in the refreshment area during the UKCSJ (daytime only not during the evening reception). Chairs and tables provided (no cloths or other dressing)
- 2 members of staff in the exhibition area
- Website link through logo on the conference sponsors web page
- Logo acknowledgement in printed conference materials provided to delegates

Literature or promotional item distribution: £500 (10 opportunities)

We are offering the option for organisations to provide one piece of literature or promotional item for distribution to UKCSJ delegates at registration (200 copies required).

- Your chosen piece of literature or promotional item provided to all delegates at registration
- Website link through logo on the conference sponsors web page.
- Logo acknowledgement in printed conference materials provided to delegates

Delegate Bags: £1500 plus VAT or £2500 plus VAT if ABSW organises design and production of bags incorporating your logo (1 opportunity)

- Your organisation to order/design and provide 200 delegate bags for Conference Delegates (at your cost). The bag must include the ABSW logo – artwork will be provided.
 - NB: Alternatively, the ABSW can manage bag production to incorporate your logo as supplied – see two tier costs below
 - Bag can contain one piece of literature or promotional item
 - We will give bags to delegates on arrival, which will contain additional literature from other sponsors and from conference organisers
 - Website link through logo on the conference sponsors web page.
 - Logo acknowledgement in printed conference materials provided to delegates
-

ABSW Awards



Sir Philip Cambell, Editor-in-Chief of Springer Nature and BBC News Science Correspondent Pallab Ghosh

The ABSW awards are the Oscars of science journalism, they are the oldest established awards for science writing and have now been running for over 50 years. The awards reward bravery, flair and independence in science journalism setting the standards of excellence across more than 15 categories.

The ABSW's premier award is its award for lifetime achievement, awarded to those showing outstanding leadership and services to science journalism, past winners include Sir David Attenborough and Sir Philip Campbell.

The awards are presented at the annual awards ceremony, considered to be the highlight of the UK science journalism calendar, where the absolute best UK science journalists meet to celebrate

Association of British Science Writers Registered company no 7376343

absw.org.uk

their achievements over the past year. Sponsors are invited to the ceremony and can present their supported award and meet science journalists in a relaxed but celebratory environment, ideal for networking. Winners of awards receive a cash prize and certificate.

Opportunities available:

Lead Sponsor (1 opportunity) £30,000

- Your organisation logo to appear on all materials and promotion
- Partnership case study on the ABSW website
- Specific branding and association with the ABSW's premier award: the Lifetime Achievement Award
- Opportunity to present the Lifetime Achievement Award at the awards ceremony
- Four tickets to attend the awards ceremony
- Opportunity to provide promotional materials at the awards ceremony
- Opportunity to use pop up banners at the awards ceremony

Category Sponsor (15 opportunities) £3,000

- Your organisation logo to appear on all awards materials and promotion
- Website link through logo on the conference sponsors web page.
- Specific branding of your supported category – including awards certificate
- Opportunity to present your supported category at the awards ceremony
- Two tickets to attend the awards ceremony

Association of British Science Writer's (ABSW) Media Fellowships

Formerly the British Science Association's (BSA) Media Fellowships Scheme*



The ABSW Media Fellowships provide a unique opportunity for practising scientists, clinicians, and engineers to spend two to six weeks working at the heart of a media outlet such as the Guardian, BBC Breakfast or the Londonist.

The ABSW Media Fellowships:

- Engage – give scientists the confidence to engage with the media
- Foster Trust – tackle mistrust and misrepresentation
- Bridge the Gap – between journalists and scientists
- Build Understanding – between science and society

*The British Science Association (BSA) ran the scheme from 1987 – 2020 as part of their commitment to increasing the accessibility of the sciences and providing opportunities for discussion and debate.

Each media fellowship costs the organisation releasing its scientist £5000. To increase access and diversity to the media fellowships scheme the ABSW is seeking partners.

Opportunities available:

Gold Partner £10,000

- Co-branding on all media and collateral relating to the media fellowships scheme
- Opportunity for your representative to give a 2-minute address at the start of the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders
- Opportunity for 2 representatives to attend the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders

Silver Partner £5,000

- Co-branding on all digital media and collateral relating to the pilot phase of mentoring scheme
- Opportunity for your representative to attend the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders

Young Science Writer of the Year

The Association of British Science Writers has launched a new award in its 75th anniversary year. The Young Science Writer of the Year Award invites students from non-selective state funded schools, or those who are home schooled with disabilities and who cannot attend school in person, aged 14-16 years, to submit an 800-word essay on any subject in science, technology, engineering and/or mathematics. In 2022 the competition is open to students in Glasgow, Cardiff, Birmingham and the London Borough of Newham. This is a travelling award so will be open to other areas in subsequent years. This competition is designed to get young people writing and thinking about the big questions in science, technology, engineering and maths, with a focus on how science impacts on policymaking and society.



Association of British Science Writers Registered company no 7376343
absw.org.uk

1st prize: £1000 + mentorship + 1-year ABSW membership

2nd & 3rd prize: £250 + 1-year ABSW membership

The prize money will go to the winning entrants, to help support their personal development. The winner and runners-up and their entire class will be invited to the Award Ceremony held at the Royal Institution at the end of June 2022. A contribution to travelling costs for the winner will be available.

In addition the winning student will have a one-hour session with an experienced journalist/editor or writer to discuss what a career in science writing entails and how best to continue honing their writing.

The winning essay will be published on the BBC news site with a mention of their school. Two runners-up will be published on the ABSW website, with a link to their essays from the winning article on the BBC news site.

The ABSW is seeking partners to support this new award and to enable students to attend the Awards Ceremony

Opportunities available:

Gold Partner £25,000

- Branding of all media and collateral relating to the Young Science Writer of the Year
- Branding of the Awards Ceremony – including opportunity for an exhibition stand, pop up banners and for your representative to give a 3-minute address at the start of the evening
- Partnership case study on the ABSW website
- Opportunity to provide literature or promotional items to those attending the Awards Ceremony

Silver Partner £10,000

- Branding of all media and collateral relating to the Young Science Writer of the Year
- Opportunity to provide literature or promotional items to those attending the Awards Ceremony
- Partnership case study on the ABSW website

Bronze Partner £5,000

- Branding of all media and collateral relating to the Young Science Writer of the Year
- Partnership case study on the ABSW website

75th Anniversary Reception

This will be the highlight of the ABSW's 75th anniversary year. The reception will take place after a full days witness seminar where key individuals will share recollections of science journalism over the past 75 years in order to collect and capture an oral history of science journalism in the UK.

75th Anniversary Witness Seminar and Reception Partner £25,000

- Branding of all media and collateral relating to the witness seminar and 75th anniversary reception
- Opportunity for an exhibition stand & pop-up banner at the witness seminar and evening reception
- Opportunity for your representative to give a 3-minute address at the start of the evening reception
- Partnership case study on the ABSW website
- Opportunity to provide literature or promotional items to those attending the witness seminar and evening reception
- Opportunity for branding of materials produced and disseminated as a result of the seminar

ABSW mentoring scheme



In response to demand, ABSW relaunched its mentoring scheme in January 2021.

As part of our encompassing vision of diversity within science journalism, we believe that all our members have something to offer and to learn, so we have shifted our focus to encourage skills exchange and career development for science writers at all career stages.

In the fullness of time, we will therefore encourage members to consider both mentor and mentee roles; an early-career journalist might share expertise in data journalism or social media - and an experienced science communication practitioner, might help

someone exploring a career shift from the newsroom.

We ran a pilot scheme in 2021, with 10 mentors and mentees, meeting once a month.

The groundwork for this pilot was laid at the 2020 UK Conference of Science Journalists at a very popular 'Meet the Expert' surgery session, resulting in a pool of mentors who have expressed a strong interest in joining and shaping the scheme, alongside a waiting list of nearly 50 potential mentees. We have also carefully mapped the landscape of mentorship schemes, including diversity-focussed exercises, to understand where this effort is best targeted.

We are now evaluating the pilot and refining and improving our offering where necessary. With sponsorship, we intend to roll out the scheme to an additional 20 mentees in 2022.

We have budgeted £20,000 for 2022, including set-up costs, mentor training and evaluations. We are actively seeking a strategic partner to help us deliver this innovative and timely project.

Opportunities available:

Gold Partner £10,000

- Co-branding on all digital media and collateral relating to the mentoring scheme
- Partnership case-study on ABSW website
- Opportunity to host a hospitality event for mentors and mentees at a key ABSW event such as the Summer School
- Access to mentoring scheme evaluations

Silver Partner £5,000

- Co-branding on all digital media and collateral relating to the pilot phase of mentoring scheme
- Partnership case-study on ABSW website
- Opportunity to host a private online hospitality event for pilot phase mentors and mentees at a relevant Spring event
- Access to pilot phase mentoring scheme evaluation

ABSW Summer School (to be next held in 2023)



Our Summer Schools attract up to 200 early career journalists as well as people who are primarily considering a career in science and technology writing, editing and journalism, those returning to the profession after a career break and those seeing to refresh their skills.

Association of British Science Writers Registered company no 7376343
absw.org.uk

This one-day event always offers a packed programme of workshops and surgeries designed to:

- develop and hone technical skills
- explore cross-cutting themes including diversity and well-being
- access personalised advice and guidance from experts
- network with peers, editors, and professional stakeholders

Our next Summer School will take place in 2023 and we are actively seeking Summer School partners who demonstrate leadership in promoting and improving diversity in science journalism.

Opportunities available:

Access and Diversity Partner £10,000 (1 opportunity)

- Your organisation logo to appear on all promotional and conference materials
- Opportunity for your representative to make a 5-minute address after the Chair's opening address
- Acknowledged as sponsor of the access and diversity scholarships to enable at least 25 students to attend the event at no cost (registration fees, travel, accommodation)
- Opportunity to contribute to a session on issues of diversity in science journalism
- A list of delegates (pdf format) who have consented to having their details on the delegates' list, two weeks prior to the conference
- 4 complimentary passes to the full conference
- Exhibition space in the exhibition area
- Literature or promotional item distribution to delegates

Lunch Partner £2000 (1 opportunity)

- Your representative to make a 3-minute address during lunch
- Your organisation logo to appear on all promotional and conference materials
- Pop up banners during lunch (provided by sponsor)
- 2 complimentary passes to the full conference
- Literature or promotional item distribution to delegates

Speed Networking/Evening Reception Partner £5000 (1 opportunity)

After the daytime sessions the ABSW is offering the opportunity to support an evening reception and networking event. Those attending the daytime event will have the opportunity to book 5-minute slots with key science journalists/broadcasters to gain careers advice and to make key connections in the world of science journalism

- Your representative to make a 5-minute address at the start of the speed networking event/evening reception
- Your organisation logo to appear on all promotional and conference materials
- Pop up banners and/or exhibition stand during the speed networking event/evening reception
- Literature or promotional item distribution to delegates
- 4 complimentary passes

Exhibition Stand: £1000 (5 opportunities)

We are offering the option for organisations to set up an exhibition stand to inform delegates of their organisation, research and/or products

- Exhibition space in the refreshment area during the Summer School (daytime only not during the evening reception), chairs and tables provided (no cloths or other dressing)
- 2 members of staff in the exhibition area
- Website link through logo on the conference sponsors web page
- Logo acknowledgement in printed conference materials provided to delegates

Literature or promotional item distribution: £500 (10 opportunities)

We are offering the option for organisations to provide one piece of literature or promotional item for distribution to Summer School delegates at registration (200 copies required).

- Your chosen piece of literature or promotional item provided to all delegates at registration
- Website link through logo on the conference sponsors web page.
- Logo acknowledgement in printed conference materials provided to delegates

Delegate Bags £1500 plus VAT or £2500 plus VAT if ABSW organises design and production of bags incorporating your logo (1 opportunity)

- Your organisation to order/design and provide 200 delegate bags for Conference Delegates (at your cost). The bag must include the ABSW logo – artwork will be provided.
- NB: Alternatively, the ABSW can manage bag production to incorporate your logo as supplied – see two tier costs below
- Bag can contain one piece of literature or promotional item
- We will give bags to delegates on arrival that will contain additional literature from other sponsors and from conference organisers
- Website link through logo on the conference sponsors web page.
- Logo acknowledgement in printed conference materials provided to delegates

We look forward to hearing from you and welcome your ideas on partnering with us and supporting science journalism.

Sallie Robins
Executive Secretary, ABSW
sallie.robins@absw.org.uk
07733 330344