



Promoting the SI Redefinition

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A business of

CallaghanInnovation

Our Purpose

- Get more visibility of MSL and metrology
- Speak directly to people & organisations
- Involve more than just MSL
- Use the change as springboard to build/strengthen new relationships
- Treat it like a once in a lifetime opportunity?

Feb - May 2019

- Auck - In May close to UMD. - Full Day
↳ Use TS venue
- ? Hamilton
- Palmy North - Use Massey venue - 2x Scientists visit (Fung/Fargnoli)
- Uni Visit only - Discuss SI changes + Transition student to scientist
- Wgtn - MSL 20 May / VUW - Full Day
- Chch - Use MBIE venue
- Speaker CHEC
- ? Darg - Venue?
- Speaker Bison

* Wgtn & Auckland
↳ Require Full Day Agenda

Guest = Rocket Man
= Nano Girl
or
= Chief Science Advisor to Govt - Past or Current
= Minister

- Same for all Uni Visits

To Do Sponsor

- 10 Venues for Otago & Hamilton
- 10 Uni Holidays
- Confirm Uni times/availability
- Create run sheet for Dps
- Can we / should we offer prize?
- Confuse funding
- Mobile question App
- Promotional Collateral

Cookie Bag - ?

- Assume Overrun or Questions
- 1245 Arrive
 - 1500 Start - General Overview
- How To session
 - 1540 Break - 10 min press ups
Show us or guns
 - 1550 Restart - Industry Rep
 - 1610 - Prof Test
 - 1630 - Finish Speakers

AT Unis

- Open Session Then
- Selected PhD students present
- Scientists give Feedback
- Offer Prize

- 3pm Start
- 20 min Speaker slot
- General Overview | Educational
Industry Rep |

NETWORKING

- Prof Testing
- What is it
- Why do it
- How to

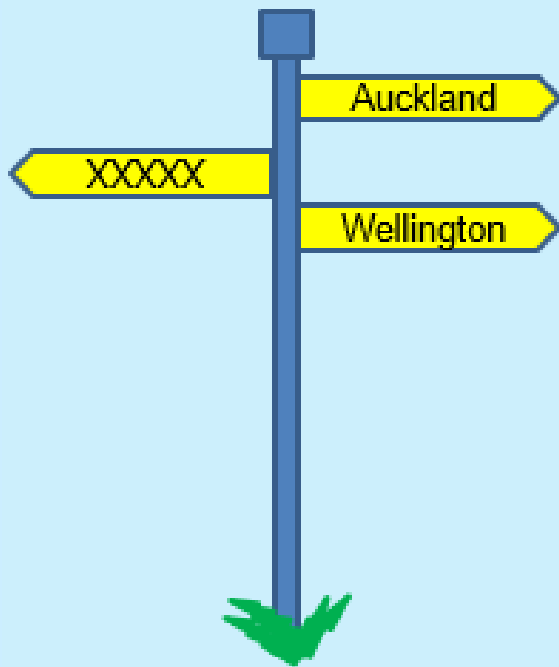
or how to get most out of IANZ Audit

← ~~Session~~ How to sessions

Themes

- NZ 1st to adopt new SI
- Full Days Auck & Wgtn
- Uni's - Fit in with their time
- Fung = Otago
- Auck = Massey
- Raul = Hamilton
- Kev = Chch
- Kev = Wgtn
- Cynthia = Auck

The SI Roadshow



Invite a Gold Medallist



Throwing Away the Kilogram

- A competition
- Centred on the idea that NZ was throwing away our reference kilogram
- Julia Radcliffe would 'Hammer Throw' a one Kg Mass standard
- Filmed and released to YouTube in two parts
- Part One
 - Technique
 - Average Distance
 - Register to win
- Part Two
 - The results









Our SI Roadshows enabled us to increase the number of people we present to by **300%**



MSL Throwing the Kilogram watched over **1900 x**



Increased web Traffic



Used in Sports Science



Invitations to speak

Presented at **FIVE Universities**
to **Students & Faculty**



Maintaining our Profile

- Strike while the iron is hot
- Continue to speak at different events
- Revisit how we engage and who we engage with
- Utilise a multi channel approach
- Prepare collateral in advance
- Be deliberate
- Regularly review our approach



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