Promoting the SI Redefinition

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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**

- Bi4 MS4 presentation
  - Rocket Man
- Nano Girl
- Chef Science Adviser
- CEO: Tech - ROF or Current
- Minister

**Location**
- Auckland: In May close to UND. Full Day
- Use TS venue
- Hamilton
- Use Massey venue
- 2 x Scientists visits (Fung/Farquhar)
- Uni. Visit only
- Discuss SL changes + translational data to scientist
- Use 20 May / VINP: Full Day
- Chose: Use MBIE venue, Speaker CHEC
- Chose: Use venue?
- Speaker Bison

**Venue?**
- Auckland
  - Require Full Day Agenda

**To Do**
- Sponsor
  - 10 venues for Auckland
  - Hamilton
  - 10 Uni Holidays
  - Confirm times/attend
  - Create run sheet
  - App
- Can we / should we offer prize?
- Contract funding
- Mobile question App
- Promotional Collateral

**AT Units**
- Open Session
- Team
- Selected Pd students present + scientists give feedback
- Offer Prize

**AT Units**
- 3 pm Brief
  - 20 min. Speaker slot

**Networking**
- Prof Teaching
  - What is it?
  - Why do it?
  - How to
- Prof Teaching
- General Audience
  - Educational
  - Industry Rep

**AT Units**
- NZ: Lat to adopt new SI
- Full Days: Add a talk
- Unit: Fill in with their talk
- Fung: Otago
- Article: Mobility
- Rod: Hamilton
- Key: CMIC
- Key: UTP
- Guest: AA
The SI Roadshow

- Auckland
- Wellington
- Christchurch
- Dunedin
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%**

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

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

Increased web Traffic

Used in Sports Science
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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