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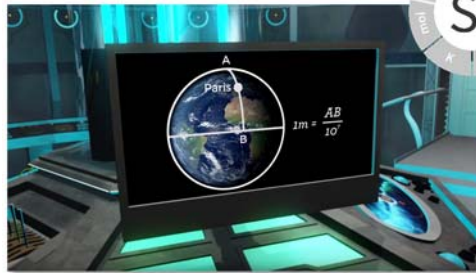
**National Measurement Institute**

# Measuring time and space with Dr Who

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with thanks to:



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...and by many metrologists — thank you!

# Things we learned (or relearned)

- It helps to have a ‘hook’
- Communicating is hard, but worth it
- Cross-promotion is important, and takes time
- The SI logo and branding are important
- Content is useful on its own, but also starts a conversation



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