

STEM Event Guidebook

➤➤ Purpose of a STEM Event

The purpose of a STEM event is to build brand awareness, create a partnership with your community, and enrich the lives of future leaders. Our company is committed to supporting local STEM events in our communities. We enhance and enrich the lives of our future leaders through the learning of fun and highly interactive games and demonstrations. We get kids excited about working in any of the STEM fields, no matter their interests and strengths in certain disciplines. There's room for everyone in STEM!

➤➤ Common STEM Event Venues

A good STEM venue can be found just about anywhere. Here are a few places to look to either find an event or to set up an event. You can *go* to someone's venue, or you can invite a group to come to *you*, or you can do it *virtually*.

Block parties	Local Festivals
Boys & Girls Club	Non-profit businesses
Bulletin boards in Starbucks & small businesses	Realtor—partner with a local realtor during an open house
Chamber of Commerce events	Realtor community outreach days
Community events (including pet events!)	Salons and spas
Free shared spaces (Rec centers, leasing offices, community centers, etc.)	Schools (classes, clubs)
Gyms	Social media (find local events through FB, IG, etc.)
Libraries	YMCA

➤➤ Sample Conversation Starters

No matter where you decide to set up your STEM event, you're going to need to have a conversation with the Coordinator. Here are some examples for you. Make your intro exciting and informative!

Hi, I'm XX with ABC Comp and I'd like to stop by your recreation center and show your kids just how fun, educational and creative it is to engage with our products.

Hi, I'm XX with ABC Comp and I heard about XX event that you're putting on. I'd like to set up a demonstration to show your attendees just how fun, educational and creative it is to engage with our products.

Hi, I'm XX with ABC Comp and we are passionate about community involvement. I'd love to set up an event with you to provide some great education and creative activities with your group.

Hi, I'm XX with ABC Comp and I heard you have a robotics club. I would love to talk to them about STEM, about robotics and about how anyone can work in a STEM field.

Preparing for Your In-Person STEM Event

Remember to take pictures of your setup and attendees (with permission)!

Event Details

Event Date & Time: _____

Event Location: _____

Coordinator Name & Title: _____

Coordinator Email & Phone: _____

Preparing for your STEM event

You've nailed your venue, date and time—GREAT! Now it's time to start preparing for your event.

- Confirm and work with your Coordinator:
 - Setup type/space and the availability of: a table, electricity, WiFi
 - Identify age groups and confirm number of attendees. Will these be individual small group sessions, or one group presentation?
 - Ask to receive in advance any questions the attendees may have or what they would like to see most
 - Confirm check-in requirements and process, and whether pictures can be taken of attendees
 - If pictures of attendees are not permitted, please ask they take photos of you
 - Provide anything you would like to group to be prepared with (activities, ice breaker items, etc.) prior to your event
 - Ask if you are able to take pictures of minors in attendance. Photos are always ONLY used INTERNALLY. We cannot use or share out kids photos outside of our internal reports.
- Let your manager know the details of your event
- Pick which products to showcase (clean them up and make sure they're ready to show)
- Review STEM documents and activities on our internal site
- Decide how you're going to set up, what activities you'll have, how you'll encourage participation, if you'll use a PPT
- Coordinate with your manager if you need any STEM collateral from the warehouse (subject to availability)
- Review the appropriate checklist for the age group you're presenting to
- Print copies in advance of handout's you may need (activity pages, etc.)
- Practice, practice, practice!
 - Your presentation—what you're going to say specifically
 - Timing
 - Getting your audience involved
- Identify which portions of your presentation are flexible to adjust for time:
 - Which portions are critical?
 - What can be cut if your audience decides to ask 1,000,000,001 questions about why it doesn't fall of the table?
 - Are there any extras you can have as a 'just in case' your audience has zero questions?
- Bring something to write down parking lot questions for follow-up. And then follow-up.
- Review the Event Recap deck to identify things you'll want to note during your event
- Show up a few minutes early, in uniform, with all of your items

Preparing for Your Virtual STEM Event

Remember to take pictures of your setup and attendees (with permission)!

Event Details

Event Date & Time: _____

Event Location: _____

Coordinator Name & Title: _____

Coordinator Email & Phone: _____

Preparing for your STEM event

You've nailed your venue, date and time—GREAT! Now it's time to start preparing for your event.

- Confirm and workout with your Coordinator:
 - Event time and who is going to provide the bridge (and that you have this information)
 - Partner with your manager if they would like you to provide the conference call bridge
 - If they're providing the bridge and you're unfamiliar with the software, ask for instructions so you're comfortable presenting (or search on-line for some video tutorials)
 - Identify age groups and confirm number of attendees
 - Will these be individual small group sessions, or one group presentation?
 - Will you be doing any break out sessions? Practice this function prior to the actual event.
 - Ask to receive in advance any questions the attendees may have or what they would like to see most
 - Confirm log-in requirements and whether virtual pictures can be taken of attendees
 - Provide anything you would like to group to be prepared with (activities, ice breaker items, etc.) prior to your event
 - Ask if you are able to take pictures of minors in attendance. Photos are always ONLY used INTERNALLY. We cannot use or share out kids photos outside of our internal reports.
- Let your manager know the details of your event
- Pick which products to showcase (clean them up and make sure they're ready to show)
- Review STEM documents and activities on internal site
- Decide how you're going to setup, what activities you'll have, how you'll encourage participation, if you'll use a PPT
- Check the appropriate checklist for the age group you're presenting to
- Practice, practice, practice
 - Your presentation—what you're going to say specifically
 - Timing
 - Getting your audience involved—this is incredibly important to maintain engagement during a virtual presentation, so remember to pause where appropriate for questions and reactions, etc.
- Identify which portions of your presentation are flexible to adjust for time: Which portions are critical? What parts could be cut or added based on interactions with your audience?
- Review the Event Recap deck to identify things you'll want to note during your event
- Check your internet connection, lighting, clutter
- Setup anything you'll need (table, charged products, fun debris, wireless mouse, maps, etc.)
- Test out EVERYTHING multiple times before you go "live". Be ready to pivot quickly if something doesn't go to plan.
- Show up a few minutes early, in uniform, with all of your items

Preschool—9 Years

Best Practices & Ideas

Remember to take pictures of your setup and attendees (with permission)!

- This age group is more suited to in-person events due to the attention span duration, but can be done virtually with older children in this age range
- Stay very high level and visually engaging with demonstrations
- This age group will have a short attention span. Dividing large groups into smaller groups (with the help of pre-trained teachers/parents) to increase attention span on the topic.
- Let the kids ask questions as you go, let them determine the flow of the presentation by their questions, but don't be shy about shutting them down (when questions become stories, that's your cue)
- Present in the context of family—Mom and Dad are busy and sometimes need help...
- Always introduce yourself and talk about what YOU do!
- Ice breaker:
 - Ask if anyone has the product your showing and let them talk about their experiences with the product
- Activity / other ideas:
 - Compare how humans see and hear vs. how the products see and hear using the human senses (touch, taste, sight, hearing) - have the kids point to their fingers, mouth, eyes, and ears as you describe
 - Let the children touch and feel the products
 - Demo the features and general use of the product
 - Ask them yes/no questions as a group
 - Coloring or other activity sheets
 - Ask the kids what they want to see the product do (give them 2 options to choose from)

Example Outline: In-Person Event

- Intro & ice breaker—10 mins
- Lead into demo the features and use of the product, letting the kids touch and play with the product—10 mins
- Coloring activity, Q&A, and wrap up—10 mins

Example Outline: Virtual Event

- Intro and ice breaker—10 mins
- Lead into the general use of the product on a table behind you, show the “guts” of the product (different parts, take it apart, etc.), all while answering their questions —10 mins
- Describe how the product can “see, hear, etc.” while having the kids point to their eyes, ears, etc. Q&A, and wrap up—10 mins

10–14 Years

Best Practices & Ideas

Remember to take pictures of your setup and attendees (with permission)!

- This age group is best with in-person events, but virtual events can be successful
- This age group, generally, learns best with simplified messaging, but you may find some extremely technical kids in this age group—be specific with instructions
- Always introduce yourself and talk about what YOU do, along with all of the job functions in STEM!
- Activity / other ideas:
 - Talk about careers and job functions in STEM (technology—building the computer systems, engineers—building robots, marketing and design—creative, etc.)
 - Computer or robotic coding would be great for this group as pre-work and then 2–3 attendees show their work off during the event (ask the coordinator to pick who) - be sure to address that it is okay if this activity didn't interest them, you don't have to code to work in STEM
 - Introduce your product—all of them, by name, maybe with a quick “personality” story?
 - Use the activity pages on our internal site
 - Use Kahoot type of quizzes for participation and to have fun
 - Show the cliff detect sensors, teaming, rollers, Perfect Edge Technology, etc.—show how you use the secret menu to make it do what you want.
 - Have an attendee(s) be your assistant to take out the extractors, open the bin or take the bag out of the clean base, etc.
 - Talk about / show fun Tik Tok or IG videos with the products
 - Game: coding is like running plays; setup game like X's and O's to give a visual for how coding works
 - Game: coding with a teammate—have one person be the “coder” and one person be the “robot”. The coder gives code (instructions) to the robot and the robot does exactly as the coder says. The goal is to get the robot to do XYZ (pick up a stapler, put a book on the desk, sit in a chair, etc.)
 - Game: race to put magnetic products together

Example Outline: In-Person Event

- Intro, ask a few yes/no group questions (who has seen these before, who knows how to start one, who vacuums, who likes to build stuff, etc.) and introduce your products to the group —10 mins
- Lead into a game while describing how the product work and answering questions. —10 mins
- Show / describe the parts of the product, Q&A and wrap up—10 mins

Example Outline: Virtual Event

- Intro, show Tik Tok / IG photos / videos, and ask who has one of the products —10 mins
- Lead into a game, demo features and functionality, show the parts on the product—10 mins
- Talk about job functions in STEM, Q&A & wrap up—10 mins

High School and Up (14+)

Best Practices & Ideas

Remember to take pictures of your setup and attendees (with permission)!

- This age group is great for both in-person and virtual events
- Be specific with this age group—they like to know things
- Always introduce yourself and talk about what YOU do, along with all of the great careers in STEM!
- Be prepared with a parking lot for questions from this age group
- Activity / other ideas:
 - Talk about careers and job functions in STEM (software developer, physician assistant, dentist, psychologist, engineer, marketing, civil engineer, etc.)
 - Computer or robot coding would be great for this group as pre-work and then 2–3 attendees show their work off during the event (ask the coordinator to pick who)
 - Talk about the history of the company and about other products to engage non-technical attendees
 - Introduce your products—all of them, by name, maybe with a quick “personality” story?
 - Use the activity pages on our internal drive—definitely not too old to do a crosswords, word searches, and to color!
 - Use Kahoot type of quizzes for participation and to have fun
 - Show the features and functionality of the products a little more in-depth than for younger age ranges.
 - Have an attendee(s) be your assistant to take the product apart.

Example Outline: In-Person Event

- Intro, explanation of what you do, provide description of STEM careers —10 mins
- Lead into the history of the company and how the product came to be while letting the product run. Pick an assistant to demo the features—10 mins
- Q&A and wrap up—10 mins

Example Outline: Virtual Event

- Intro, explanation of what you do, provide description of STEM careers (with visual aids) —10 mins
- Lead into the introduction of all of your product and the features and functionality, Q&A —10 mins
- Have 1–3 attendees show off their pre-coded project, Q&A and wrap up—10 mins