



# SCIENCE RENDEZVOUS

Western University

2024 Final Report

# INTRODUCTION

On May 11th, 2024, our team of over 500 passionate volunteers hosted Western University's seventh annual Science Rendezvous festival at Western's Alumni Stadium. Over the years, our festival has become a staple in the local community, attracting thousands of families each year to experience the joy of discovery.

Since the first Science Rendezvous festival at Western, we have been committed to organizing an exceptional event where every individual feels welcome as they go about exploring the wonders of Science, Technology, Engineering, Arts, and Maths (STEAM).

As our team grew and our event became more successful, our commitments have also grown. In this report, we will summarize the accomplishments of Science Rendezvous 2024 at Western University and highlight our efforts to make our event more sustainable and more inclusive.



EMMA DONNELLY  
Event Co-chair



YASMEEN SHAMIYA  
Event Co-chair



JAN CAMI  
Faculty Lead



FARAJ HADDAD  
Faculty Lead



# SPONSORS

We would like to graciously recognize the significant impact that sponsors have provided through financial or in-kind contributions. Their support has been instrumental in helping our team to deliver this event successfully.

## Primary sponsor



## Silver Sponsors



Canadian Space Agency

Agence spatiale canadienne



Western Engineering

## Bronze Sponsors



## Community Sponsors



# EMBRACING INNOVATION

This year, Science Rendezvous events across Canada embraced the national theme of “INNOVATE” and our event was no exception, featuring over 25 new activities and demonstrations at booths and stage shows!

Each booth allowed attendees to explore specific disciplines through hands-on activities, from examining different pigments in nature to paradoxically transforming their taste buds!

The fan favourite Space Goo booth was double the fun this year, with TWO oobleck filled pools!



At the main stage, our attendees continued their exploration of the scientific concepts of acceleration and energy conservation with Western Women's Touch Football team and a Phenomenal Physics demonstration.

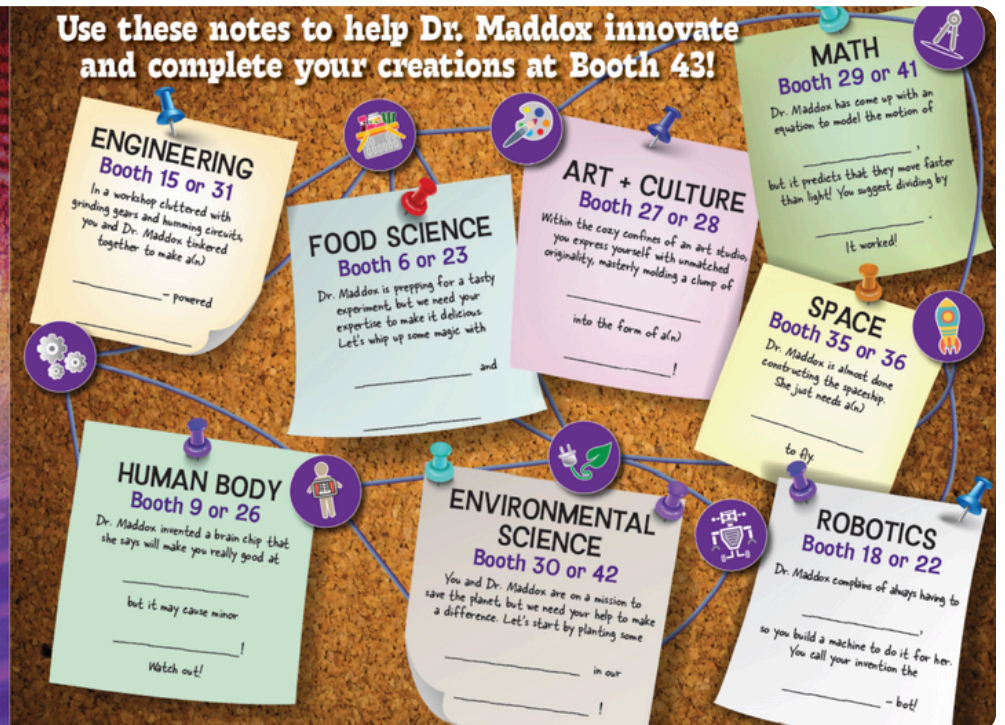
They also met new flying friends from the Canadian Raptor Conservancy and finished the evening with a fiery finale fighting gravity through juggling with the Fire Guy.



At the Innovation Workstation, the future's STEAM specialists shared their brilliant invention ideas and their future career aspirations. While some shared these ideas on our SR centrepiece collage, others decided to speak their mind during an interview with our SR science reporters!



Back with a fresh look and a new mission, Dr. Maddox was once again recruiting young scientists to help her on her quest by completing the mad-libs science chase!





# STEAM FOR ALL

One of the primary goals of Science Rendezvous is to promote diversity in STEAM by engaging with young individuals from all walks of life.

Unfortunately, many families cannot easily access initiatives like Science Rendezvous due to a variety of reasons including a lack of knowledge about when/where these initiatives take place, living far away from where they occur, or costs associated with attending them.

This year, thanks to 2 new sponsors in Rotary Club of Sarnia Bluewaterland and BrainsCAN, we hosted 2 special initiatives to make our event more accessible to Indigenous communities and high school students from low-income neighbourhoods in London. Specifically, the initiatives provided bus transport, meal vouchers, and exclusive access to a unique selection of neuroscience-themed activities, demonstrations, and lectures.





# MAKING SR SUSTAINABLE

Over the past few years, our team has worked hard to minimize waste and improve sustainability. This year, we made significant steps toward this goal by purchasing **140** reusable picnic tablecloths that replaced the commonly used plastic covers and will stay with us for years to come!



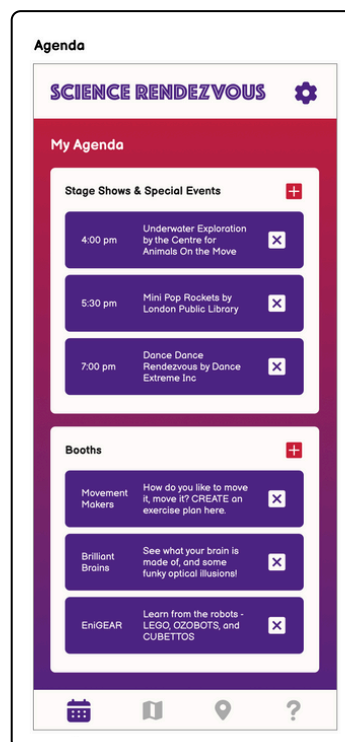
In addition, our web and app design team worked hard to revamp our Apple/Android apps to make them more user friendly and encourage more attendees to use the digital app over printed maps to know their way around the stadium.

## App description:

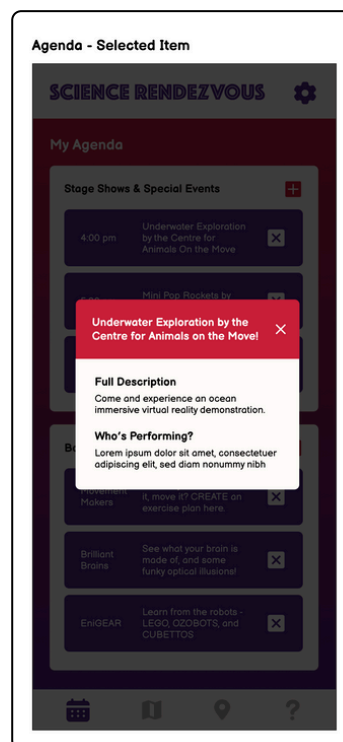
**Image 1:** A filled agenda showing booths and stage shows favoured by the user.

**Image 2:** Example of a description of a stage show built into the app.

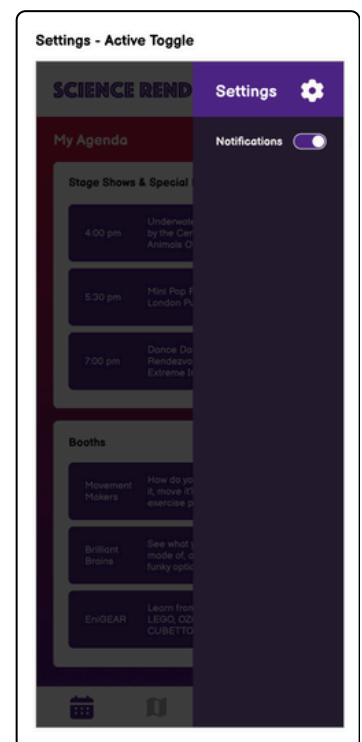
**Image 3:** Users could opt to receive notifications on their phones for scheduled events such as stage shows.



1



2



3

# OUR 2024 PARTNERS

We would like to extend our gratitude to all local organizations and Western-affiliated departments, institutes, and clubs who put together an incredibly diverse and innovative selection of activities and demonstrations for our attendees. Without their diverse STEAM expertise, we would not be able to deliver such a rich experience to all of our attendees. We look forward to their continued involvement in future years!

## WESTERN FACULTY PARTNERS

### Faculty of Science

- Physics & Astronomy
- Statistical and Actuarial Sciences
- Earth Science
- Mathematics
- Computer Science
- Chemistry

### Faculty of Engineering

- Chemical and Biochemical Engineering

### Faculty of Arts & Humanities

- Linguistics

### Faculty of Music

- Dr. Bell

### Faculty of Social Science

- Anthropology
- Gender, Sexuality, and Women's Studies
- Psychology

### Schulich School of Medicine & Dentistry

- Anatomy and Cell Biology
- Biochemistry
- Physiology and Pharmacology
- Pathology and Laboratory Medicine
- Dentistry







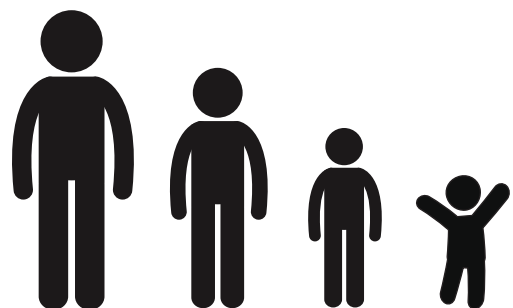
## WESTERN INSTITUTES, CLUBS, and PROGRAMS

- Western Engineering Outreach
- BrainsCAN
- Centre for Animals on the Move (CAM)
- Cronyn Observatory
- Paper Art Club
- Bone and Joint Institute
- Western Space
- The Northern Tornadoes Project
- McIntosh Gallery
- SPIE
- Western Academy for Advanced Research (WAFAR)
- Sustainability Research Group
- Indigenous student center
- Women's Football Club

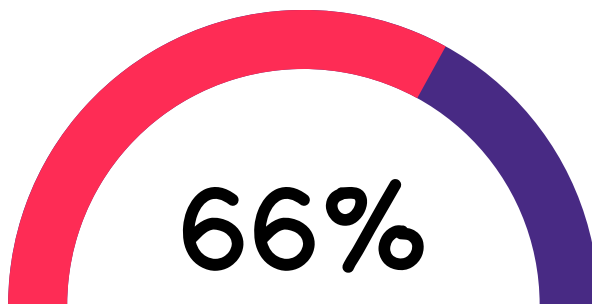
## EXTERNAL ORGANIZATIONS

- STEAM Education Centre
- Thames Valley Science and Engineering Fair
- Upper Thames River Conservation Authority
- London Public Library
- Museum of Ontario Archaeology
- Let's Talk Science
- Thames Region Ecological Association
- Carbon to Metal Coating Institute
- London Children's Museum
- Growing Chefs
- London Performing Arts Theatre
- Canadian Raptor Conservancy
- Nuvo Entertainment Magic Show
- Fire Guy

# ATTENDANCE AND REACH

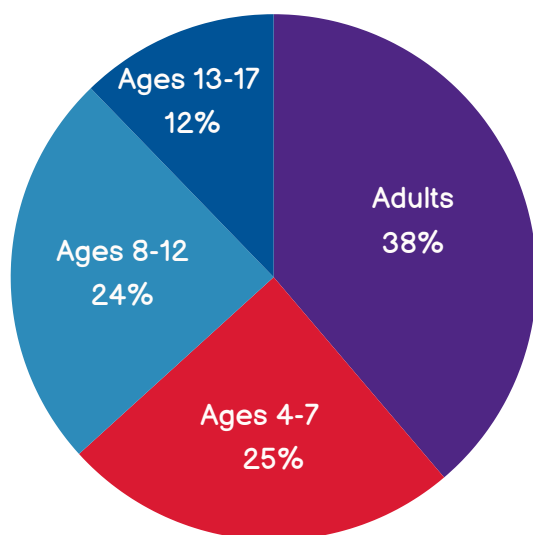


**3123** total attendees!



66%  
of polled attendees indicated that  
this was their first time attending  
Science Rendezvous!



## Attendee Breakdown by Age Group



## Attendee Breakdown by Location of Residence

North London	52%
Central London	6%
East London	13%
West London	9%
South London	4%
Southwestern Ontario	14%
Other	2%

## Social media visibility

		
Reach	26,700	4,000
Impressions	73,300	814

The attendee descriptors (age, location, first-time status) are based on a sample of 180 individuals who filled out our entrance survey on behalf of their family/group.



# ATTENDEE FEEDBACK

Disagree Neutral Agree Strongly Agree

We enjoyed Science  
Rendezvous



We learned new content  
and skills at Science  
Rendezvous



Science Rendezvous  
made us want to try  
another experience with  
science and technology



Science Rendezvous  
reinforced our positive  
attitudes about science  
and technology



The statistics above are based on a sample of 33 individuals who filled out our exit survey on behalf of their family/group.

## Testimonials

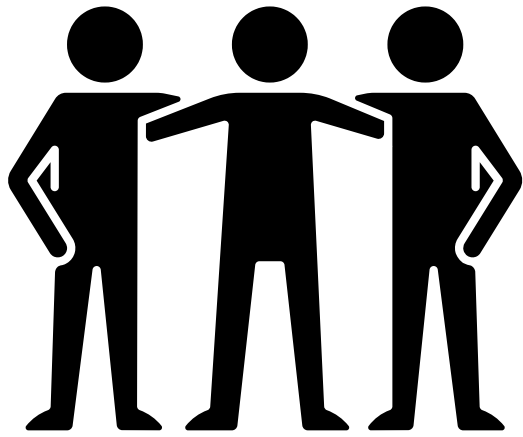
"I had a great time and was so glad that so many people came out in the wet weather. That is the power of the love of science!" - Performer: Bill Nuvo Unusally Entertaining

"We had a blast again!!! Thanks for helping keep my gr 8 girl in love w stem!!" - Attendee: Veronica Wilson

"Another fabulous event! Huge thanks to the organizers, staff, faculty, volunteers, students who made it happen! You all are super heroes. We had a wonderful time!" - Attendee: Nataliecrafts

"First time at #SciRenUWO but not our last. Thanks #WesternU #scienceforkids One of our fav booths was the miracle berry." - Attendee: Mariam Hayward

# BEHIND THE SCENES



**~560 VOLUNTEERS**

- High school
- Undergraduate
- Graduate
- Faculty

**295 SOCIAL MEDIA POSTS**

90  
Posts



X

75  
Posts



Facebook

70  
Posts

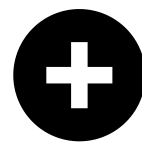


Instagram

60  
Posts



TikTok





# OUR EVENT IN NUMBERS



80 organizational meetings

## Equipment & Supplies

- 297 chairs
- 147 tables
- 130 sandwiches
- 124 pizzas
- 72 cookies
- 66 tents
- 43 booth signs
- 10 parking signs
- 6 food trucks
- 6 rolls of tape
- 2 banner
- Rope

292 App Downloads



**WesternUSciRenApp** 4+

Science Rendezvous Western

[Hung Truong](#)

Designed for iPad

★★★★★ 5.0 • 1 Rating

Free

[View in Mac App Store ↗](#)

## Event Breakdown

- 125 science chases completed
- 111 innovative ideas created at the innovation workstation
- 17 kids were interviewed
- 16 prizes distributed
- 4 local political representatives

# THE STEAM DREAM TEAM

## Event co-chairs



**EMMA  
DONNELLY**



**YASMEEN  
SHAMIYA**

Primary organizers responsible for recruiting, leading, and coordinating a team of 45 volunteers across 4 committees to organize programming, logistics, communications, and volunteer management for the entire event.

## Faculty Leads



**DR. JAN  
CAMI**



**DR. FARAJ  
HADDAD**

Primary faculty advisors for all event details including programming, logistics, communications, and volunteer management. Fun fact: Dr. Cami is the founder of Science Rendezvous at Western University!

## Programming Co-chairs



**VIRGINIA  
WOLFE**



**EMILIE  
POTTS**

Developing the Science Chase and coordinating with internal and external partners to plan booth and stage show activities.

## Logistics Co-chairs



**KARNIG  
KAZAZIAN**



**TIM  
NUNES**

Sourcing equipment (tents, tables, chairs), coordinating access to food, water, electricity and organizing event setup and takedown

## Volunteer Co-chairs



**SALONEE  
PATEL**



**SAM STACK-  
COUTURE**

Recruitment and training of event volunteers, coordinating all volunteer activities on the day of the event to support all other committees.

## Communications Chair

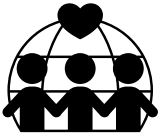


**CARLY  
CHARRON**

Developing promotional material, managing social media and interacting with media outlets, managing the SR at Western University's website and app.



# THE STEAM DREAM TEAM



## Volunteer Team

Jansen Acosta	Emily Dietrich
Albert Luu	Mildred Molle
Rachel Rajsp	Cristina Turcu
Ray Wang	Soojung Yu



## Logistics Team

Thelma Akyea	Amr Mousa
Michelle Wong	Miray Youssef
Alap Zahid	Shannon Compton



## Communications Team

Andrea Antony	Celeste Laube
Victoria lac-Luu	Yuxin Mei
Meghan Voll	Eric Wang
Sharini Kanni	
Suresh Babu	



## Programming Team

Amber Briar	Mark Kwok
Joshua Cullen	Karen Wong
Tessa Fortnum	Ashar Mobeen
Cassidy Fu	Conrad Moore
Darren Jiang	Homa Vahidi
Harish Kumar Mani	Mohamad El Fateh Shatila



## Web/App Team



Sujoy Datta	Longjie Fang
Emma Lord	Sarah Murad



## Fundraising & Special Initiatives

Mila Gracic	Kendra Prasad
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Visual branding: [Sarah's home of design](#)

# SAVE THE DATE



OUR NEXT  
RENDEZVOUS  
May 10th, 2025