

## About this pathway

The Open Call pathway is all about events and activities that are well thought-through, achievable, easy to organise and fun for all involved – and can run without a direct financial contribution from the festival. Activities in this category typically make use of existing resources, formats and platforms whilst giving them a 'Being Human festival twist' by focussing on humanities research and on the festival theme.

Activities of this kind typically form a large part of the festival programme and will be promoted equally with all of our other events, with organisers receiving the same support in terms of marketing, resources and advice.

If you have an idea for an activity which doesn't require additional funding (perhaps using institutional funding, resources from research grants, etc.), which fits the Being Human ethos and which might benefit from additional support and publicity, the Open Call pathway is the best way to get involved and make something happen for Being Human 2018.

## What support is on offer?

Being Human is committed to supporting everyone taking part in the festival. The festival team offer advice and guidance to organisers, and also make available resources and training to help give activities the best possible chance of success.

This includes:

- guides to promoting your event that contains marketing advice, as well as template press releases;
- 'best practice' [case studies](#) containing hints and tips to delivering successful festival activities;
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.);
- support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Being Human organisers also have access to specially arranged training events, and may be invited to take part in centrally organised festival activities. We also have a 'Being Human Organisers' Facebook group which allows organisers to talk to each other directly.

## What formats are suitable?

Activities that run without direct funding from the festival typically make use of tried and tested formats that produce activities that are fun, impactful and easy to deliver.

Some examples might include:

- a special iteration of a recurring event (e.g. museum lates, off-campus talks or workshops);
- walks and tours;
- museum or gallery tours and object handling;
- film screenings with introductions;
- 'research in the pub' or pecha kucha style events;
- special public access to archaeology digs, heritage sites, etc;
- readings, talks, activities or performances in publically accessible places.

## Can I apply?

The Open Call pathway is open to anyone involved in, or with a connection to, humanities research. This includes, for example, universities, museums, archives, galleries, publishers, subject associations, societies, libraries and more. We're open to all applications and activities submitted through the Open Call pathway stand a good chance of being accepted into the festival programme. However, applications are still reviewed by the festival's selection panel to ensure that they fit Being Human's core criteria.

## What criteria are applications judged against?

To be included in the festival, projects put forward under this pathway must:

- demonstrate aspects of humanities research in ways that are entertaining, accessible and understandable for non-specialist audiences
- have direct involvement from a humanities researcher
- cost no more than £5 to attend
- be held during the festival dates
- fit the 2018 theme.

Open Call activities do not have to be free to attend, although this is very strongly encouraged wherever possible. Being Human is not able to coordinate payments for events via our central website, and we will not include any event in the Being Human programme with a ticket price of over £5.

## Should I apply?

The Open Call pathway is a great way to get involved in the Being Human festival if you have an idea or format that's good to go and fits in with the festival ethos. We'd love to hear from you!

The deadline for Open Call applications is in June. However, applications will also be accepted and reviewed if submitted for the earlier April deadline. See timeline below.

Please note that if an application for funding is made, and is unsuccessful, the festival team may ask whether it is possible for the activity to run in a less ambitious format on an unfunded basis.

**Further information about the festival and the level of support available in organising your activity is available in the [FAQs](#) section of our website.**