**Tips from Festival Organizers**

"If you are planning for an annual celebration be sure to leave funds in your budget to keep you going for the following year."

— PA d'Arbeloff, Cambridge Science Festival

"It could be easy for a festival to fall into the trap of being too associated with the festival founder, rather than truly representing the community and serving their needs."

— Kishore Hari, Bay Area Science Festival

"[Make] sure that relationships are spelled out in advance to avoid confusion. Also, the gatekeepers for these relationships all need to be on the same page. Here in San Diego, we have a very detailed "terms and conditions" that spells out how the relationship will work. I send out reminders to community partners on a regular basis to remind them of their responsibilities as well as make sure that we are keeping our commitments."

—Alison Rynne, of the San Diego Science Festival

"A little trick is to participate in professional conferences on the organization of events. Even if this does not directly address science festivals, you can find lots of suppliers, facilitators and innovations of all kinds. Also, we met a regional organization that deals with the tourism industry. They have plenty of tools to help us promote our event."

— Matthieu Latour, of the Eureka! Festival (Montreal)

“Every week I talk to other festival directors on the phone. There is nothing that replaces that. This is arranged through the SFA. I have been guided away from many of my own bad ideas through this process, and it has saved me an enormous amount of time.”

— Kishore Hari, Director, Bay Area Science Festival