

International Society for Microbial Ecology

About International Society for Microbial Ecology (ISME)

- ISME is a non-profit association active in the field of Microbial Ecology.
- Seeks to serve Microbial Ecologists and the wider community by supporting research and education.
- Has close collaborations with other key scientific organisations.
- Has established effective scientific interactions in all geographical regions through a network of scientific leaders.



Description of Programme

- How ISME brought more awareness and importance of Microbial Ecology to a broader public.
- How ISME informed the general public about what was happening in the city of Leipzig and why Science is important.
- How ISME collaborated with strategic partners to pull off a sold-out event.
- How ISME ensured a diverse reach of participants and viewers.

Partnerships

- City of Leipzig
 - Helped to **advertise for free** on all the **digital screens** on their **public transportation vehicles**.
 - Assisted with the **venue hire**.
- Local university
 - Sponsored **drinks** and **music**.
 - Helped with the **local marketing** by paying for **posters** and **other promotional materials**.
- Selected conference speakers
 - More than **willing to participate**.
 - Gave **educating talks** about Microbial Ecology.

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Night of Microbes Event

- Organised to bring **more awareness** about Microbial Ecology to a broader public.
- A selection of ISME's most **interesting results and/or concepts** were shared in a **casual environment**, with music and German beer.
- Included **public talks** and a **symposium**.
 - **Motivated** and **enthusiastic** conference speakers and delegates gave **12-min talks** to the general public about **Microbial Ecology**.
 - **Selected speakers** also spoke about their **current research**.
- Held at a popular events location, **Werk 2**, one of Leipzig's largest student clubs.
- Admission to the event was **free**.
 - Ensured a more diverse group of attendees.

Impact of Programme

- Event was **sold out** and **live-streamed** on ISME's YouTube platform.
 - Live-streamed video on YouTube has been **viewed over 1,700 times**.
 - Allowed for the event to have a **greater and more diverse reach**.
- Received **huge appreciation** from the Microbial Ecology community for this outreach to the general public.
 - Connecting Microbial Ecology to the public can be difficult and this was an excellent showcase of how to do it.