

Delegates' Briefing Pack

Discover Materials Ambassador Conference, Sir Robert Hadfield Building,
The University of Sheffield
Thursday 17th September 2026

Link to the Supporting Information webpage:

<https://discovermaterials.co.uk/news/discover-materials-conference-2026-supporting-info/>



One of the aims of the Discover Materials conference is to develop your skills in science communication by helping you develop content that can be showcased both on the Discover Materials website and on our social media channels.

Focus 1 - A to Z of Materials

Link: <https://discovermaterials.co.uk/a-to-z-of-materials-science/>

Disseminating the huge arrays of topics within Materials Science and Engineering to secondary school pupils (aged 11 – 16) in an accessible way is one route to enthuse them about the field – this is why we are developing the A to Z of Materials.



There are currently **20 articles** in the A to Z, and we need your help to generate more content (especially for **letters E, I, J, Q, R, T, U, W, X, Y and Z** for which we have no articles)!

To help with this, you will be introduced to the concept of **Rollercoaster Writing** and work in small groups to write short articles.

Supporting information

Watch this to learn more about rollercoaster design: [video](#).

Useful articles about how to write effective sci-comm articles for general audiences (more links to useful articles/resources):

- [It's Not About the Research](#)
- [Writing for General Audiences](#)
- [12 Tips for Scientists Writing for the General Public](#)

Focus 2 – Generating Video Content

Link: <https://linktr.ee/discovermaterials>

Discover Materials has a range of social media accounts (see link above) and one of the areas we would like to improve is our short-form video content to help engage young people primarily on TikTok and Instagram.



It is important for youngsters to hear from Materials Scientists to learn about routes into the area and why they should be interested in the area.

You will work in small groups to make short videos about materials scientists – that's you!

You will be guided through the '**Five Whys**' approach, where we will then apply this to making videos in an interview style, answering the following questions:

- ***Why do you like your work?***
- ***Why should people care about your work?***
- ***Why did you choose to do science at university?***
- ***Why should someone consider materials science?***
- ***Why does science outreach matter?***

Transferring files generated during the sessions

We will store the articles and videos that you make during the session. These will then be published on the Discover Materials website and social media channels.

What to bring to the conference

- **Your DM Ambassador t-shirt (for filming)***
- **A laptop and charger**
- **Smartphone**
- **Plenty of enthusiasm (caffeine will be provided!)**

**If you do not have one email Chris Hamlett (c.a.hamlett@bham.ac.uk) stating which size (S, M, L, XL, 2XL) and whether you want a short sleeved (jade coloured) or long sleeved (mustard coloured) one – if you sign up as a DM Ambassador you then get to keep the t-shirt.*