



# UKRO MSCA & Citizens Call Webinar

**27 June 2023**



# Explorathon



# Explorathon

2014-  
2015

2016-  
2018

2018-  
2019



# Explorathon – during the pandemic

## 2020

- All events online
- Development of more in depth social media engagement

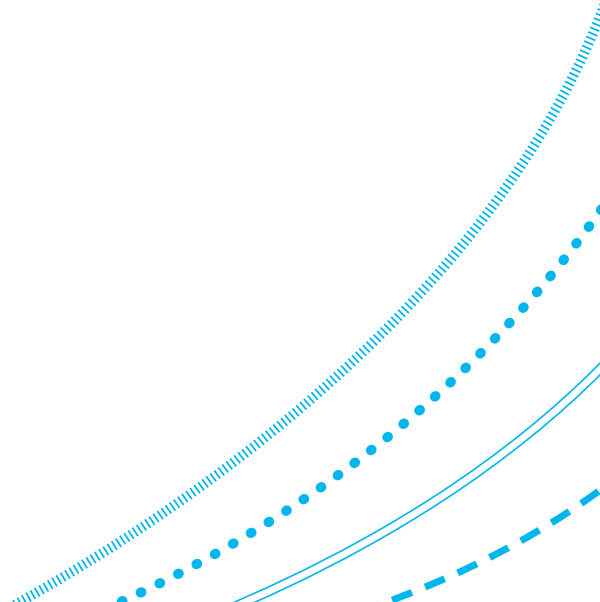
## 2021

- Redevelopment of website
- Additional researcher support
- Most events online, but online event fatigue for audiences & researchers
- Small number of in-person events



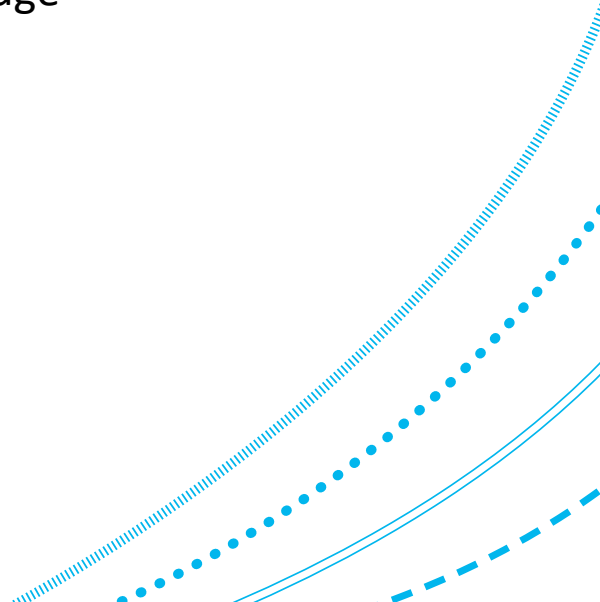
# Explorathon – 2022-2023

- Refreshed consortium
- Redistribution of work packages
- Refreshed aims and objectives
- Subcontracted marketing support
  - To refresh brand icons
  - To support social media activity
- Build on previous successes such as researcher training and networking
- Change of funder



# Explorathon – tips for success

- Start work now!
- Build trust amongst consortium and identify strengths
- Identify your core audiences
- Ensure you have financial advice & support with EC knowledge
- Be ambitious, but realistic
- Utilise your network
- Make use of UKRO support



# Explorathon – keep in touch



[www.explorathon.co.uk](http://www.explorathon.co.uk)



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