

## Scenario: "cafferenza"

### Goals

To favour discussions on specialized topics for which the caffescienza scenario is not suitable.

### Target

Adult public, from high school and University students to elder people.

### Strategy

We noticed that caffescienza on specialized topics, still attracting public, have difficulties in starting the discussion since the attendees have little previous knowledge on the topic. We noticed this in a clear way on a caffescienza on "hydrogen, the fuel of the future" [DATE].

We therefore decided to adapt the caffescienza formula in order to allow a longer introduction (and thus only one speaker), along the following strategy:

Regular scheduling prepared in advance, for printing of flyers, fidelization and advertising. meeting with only one experts and a limited public (less than 100 people). Specialized topics, everyday arguments are subject of the **caffescienza** scenario. Public room with free access and bar service. In order not to require sponsors, we keep it simple with no drink or food offering. After dinner. Due to the room and the expected public, we need audio amplifier and microphones. Strong connections with web site, social web services (twitter, facebook) and Radio transmission (see **RadioMoka** scenario). Scheduling has to avoid clashed with other events like football matches.

### Partners and role

Name	Role
Caffescienza Firenze	Organizer
CSDC, University of Firenze and ISC-CNR	Promoter, small financial support
Municipality of Firenze	Hosting (Biblioteca delle Oblate), support, printing of fliers and posters, advertizing
Novaradio <a href="http://www.novaradio.info">http://www.novaradio.info</a>	Advertizing, related radio transmissions

### Implementation

Element	Value	Notes
time	21:00-23:00	After dinner
location	"Oblate" public library	Freely offered by the municipality of Florence after appointment
scheduling	Once every one-two months, 4-6 events each season, avoiding summer	During the 2010-2011 season we had 4 cafferenza
weekday	Thursday	Avoid football match
cheap	Beverages and food not offered	

advertizing	Printed season program (500 copies, offered by the Municipality of Florence), printer flyers (50 copies), website (www.caffescienza.it), email list (400 addresses), twitter, facebook, radio program (RadioMoka, Novaradio, on SciCafe funds), local newspapers	Sponsors: Municipality of Florence, SciCafe
target public	30-100 people, variated	
accessory services	Dinner/eating not available	
side shows (reading, introductory movies)	Yes	
topics	Advanced	
moderator	Yes	
presentation length	30 minutes	
discussion length	1 hour (10 questions)	
feedback	Questionnaire about public profile, questionnaire about specific event (online and paper), email and forum comments	
audio quality	Two microphones, one wireless; audio mixer and amplifier	
streaming	No	due to limited bandwidth of the library and poor telephone signal
recording	Audio and video	
audio streaming	No	
video streaming	No	
audio recording	Audio system, pc integrated audio, free software	Audacity
video recording	Standalone fixed camera, free software for postprocessing	HandBrake
after event	Audio and video podcasts, comments on site, summary on RadioMoka and Moka (newsletter), audio pills on RadioSpin	RadioMoka, RadioSpin

## Implementation

In the season 2010-2011 we organized the following “cafferenza” events

date	titolo	title
21/10/2010	<a href="#"><u>Dal tam tam al tom tom: Alice nel mondo delle reti.</u></a>	From Tam Tam to Tom Tom: Alice in the NetWorld
2/12/2010	<a href="#"><u>Perché il sesso è divertente?</u></a>	Why is sex fun?
3/2/2011	<a href="#"><u>Altre terre, altri sistemi solari</u></a>	Other earths, other solar systems.

3/3/2011

[Le medicine ci sono, i soldi no.  
Come morire nei paesi poveri.](#)

Drugs are available, money is not. How to die in poor countries.

## Validation

We had a public ranging from 30 to 55 attendees for each event, collecting 14 feedbacks and 26 questionnaires. The recorded material was used by radio Spin for a daily summer program of half an hour <http://www.radiospin.poloprato.unifi.it/?p=2326>  
The caffescienza site ([www.caffescienza.it](http://www.caffescienza.it)) in the season period 12/10/2010-12/7/2011 had 7500 visitors, 12.800 visitors, with an average of 9:30 minutes on the site. The mailing list info-caffescienza has 157 members. Caffescienza has 57 Twitter followers.

## Challenges, weak points and improvements

Streaming would be extremely useful, but the existing network bandwidth did not allow it, nor was it possible through mobile phone connection. The room used (in the main library) is certainly fascinating but too small. Moreover, there is always the risk of disturbing readers. We therefore propose to change the room to a bigger one (although too similar to a conference room), and to ask for a better network connection.