

Participatory Exploration for Inspiration and Education (12)
Engaging Citizens: Results and Future Concepts (1)

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YURI'S NIGHT: ENGAGING NEW AUDIENCES AND INSPIRING PUBLIC PARTICIPATION IN
SPACE EXPLORATION**Abstract**

Over the past eleven years the event hosts and global organizing team behind Yuri's Night have engaged tens of thousands of people around the world and inspired many to take on new roles inside the aerospace industry. This annual celebration of human space exploration provides a worldwide platform for reaching out to a wide variety of groups, including non-traditional musical and artistic audiences. Innovations including early adoption of social media and webcasting; the heavy reliance on web-based collaborative management tools; and the overall structure of the Yuri's Night organization have all contributed to the success of individual events.

We will explore the broad, general impact of Yuri's Night events; give detailed analysis of several key events from the past eleven years; and highlight several individuals that have been specifically impacted. Organizers and event hosts have used Yuri's Night to promote existing participatory exploration opportunities and to create opportunities for new collaborations. We will include lessons learned from these informal education and outreach activities and summarize recommendations for the development of future participatory exploration projects.