

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Space Culture – Public Engagement in Space through Culture (9)

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A REGIONAL FESTIVAL FOR SPACE AND FAMILIES TO ENGAGE PUBLIC DEMAND ON SPACE  
TECHNOLOGY

**Abstract**

Space Technology development seems to be a luxury activity in the eyes of people in emerging countries. It is mostly because of not sensing the effect of this technology on the quality of life. Space Promotion then plays a very important role. This paper reviews a national festival that was considered as the closing to a 5-months promotional program. The festival targeted families of students in primary and secondary school levels to participate in the promotional program. The program was planned in a way to brief space systems and how they operate and affect human life on the Earth, where some key notes and sentences, selected to stamp on memories, were repeated intentionally. The festival then was a competition for best ideas and sketches in response to some problems based on key notes and sentences. Not only the results showed a very effective program in education, but also engaged parents to learn along their children and present their view about the space technology. This program made a cultural opportunity for the families to gather together and talk and think about basic space technology subjects, as a continue to the promotional sessions. High association of families –however, it was the first time holding such a festival- made the organizers to increase the number of final prizes and plan for the second round with an expansion from regional to a national program. Such successful experiences in space promotion can be a good option for the emerging countries in space industry in order to bring along Public Demand and justify the budgets and costs of space programs.