

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
New Worlds - Non-Traditional Space Education and Outreach (7)

Author: Mr. Remco Timmermans
International Space University (ISU), The Netherlands

SPACEUP UNCONFERENCES AS A NETWORKING PLATFORM FOR THE NEW SPACE
GENERATION

Abstract

Since the first occurrence in 2010, the grassroots SpaceUp unconference series has grown into a leading global networking platform for a new space generation. This paper describes the history of SpaceUp and its core principles, and looks at how SpaceUp quickly grew from US-only to a global success, almost in a viral way.

The success of SpaceUp as a concept can be explained by several factors, making it an interesting example for other grassroots NGOs and larger space outreach organizations alike. One of the biggest success factors is the creative use of online media to spread news about space and events. For example, SpaceUp was one of the first platforms to widely use live online broadcasting of events, attracting worldwide audiences. The mix of space enthusiasts, students, young professionals and influencers from the online space community, in combination with free, or almost free, participation, is another powerful factor that is analyzed in some detail.

The paper has two intended objectives: First to showcase the SpaceUp unconference series as an opportunity for the industry to engage a young and online generation with the professional space sector, and second to highlight important new success factors for public engagement with space in the 21st century.

The author and presenter is the new CEO of the SpaceUp Foundation, a registered charity in the state of California, USA.