

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

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SPACE MARATHON: TUNE-UP YOURSELF

Abstract

One of the meta-trends of the digital age is that you can know anything you want, anywhere, anytime. Following this trend, this paper suggests an education initiative that includes a set of actions with a step-by-step algorithm for developing communication on space issues based on the latest space developments, generating business and career opportunities, and finally creating image and self-brand by positioning yourself as an expert in the space industry. The education initiative will be presented in a modern and non-traditional form of education - online marathon. The essence of the marathon is the performance of tasks designed for a limited period of time. The advantage of an online marathon is that participants can study anywhere in the world using any device. All webinars and materials will be uploaded on the course platform that participants will be able to access their accounts. For a better learning outcome experts will give assignments that must be completed in order to get access to the next webinar. For whom is this marathon? For business owners, employees, independent experts, and for those who wants to build their personal brand and start monetizing it. Every day, experts will conduct a live webinar where participants will receive techniques and practical tools on the specific module. All lessons are practice-oriented and after each webinar, step-by-step instructions and tasks will be provided. Moderators will help to deal with tasks, technical issues, and navigation systems in the marathon. The support will be executed via course messenger (WhatsApp, Telegram, etc.). The course enables a great opportunity to interact with people who have similar goals and interests.