

## Expanding Our Reach – Reaching Out To The Masses

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In the short three years of Tech Dome Penang's existence, we have gradually but steadily expanded our reach to benefit the various communities within the state of Penang and also to other states in Malaysia.

Despite receiving droves of visitors since our opening in July 2016, we quickly realised that many more find it difficult to visit our science discovery centre, either due to distance or cost. Some locations are not easily accessible by buses and the long travel time not only incurs higher cost but also tires the children.

This prompted us to pilot our first outreach programme, *Saintis Muda* (Young Scientist), in December 2017 whereby we run science workshops at selected locations for the benefit of the rural communities. From an initial target of 300 participants, it proved to be hugely popular and attracted 646 participants across 16 locations, mostly rural areas. Following the success of the *Saintis Muda* pilot, we expanded it to 47 locations the following year, benefiting 4,754 participants.

Not satisfied with the success of *Saintis Muda*, we also embarked on conducting our popular science show, *Science is in the Air*, at 43 locations benefiting an audience of 13,712 and also organising our *Magic of Science* roadshows at schools, shopping malls and community halls. We also introduced our mobile lab, *Science Rover*, in November 2018 to expand our reach even further.

Apart from our activities within the state of Penang, we have also been invited to have our roadshows notably in Selangor and also setting up a *Mini Science & Technology Discovery Centre* in Negeri Sembilan, states which are 300 and 400 km from our science discovery centre in Penang, respectively.

We aspire to expand our reach to more people in the years to come.

**Keywords:** outreach programme, science show, science workshop, satellite centre, mobile lab