



Second joint DLR and ESA Tweetup at ILA 2012

20 July 2012

The German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt; DLR) and the European Space Agency (ESA) are once again inviting 50 of their followers on social networks such as Twitter, Facebook or Google+ to a 'Tweetup' at the ILA Berlin Air Show. A Tweetup is an informal gathering of people who use the social media platform Twitter; this time, the selection process will also take into consideration activity on Facebook and Google+. As was the case with the first European SpaceTweetup in Cologne in September 2011, participants in the #ILAtweetup on Friday, 14 September 2012 will be in close and personal contact with a variety of topics associated with European aerospace.

ILA offers a perfect opportunity for this, with over 1000 exhibitors from 47 countries and an extensive flying programme. Among these exhibitors are DLR, which is presenting itself both as a research centre for the aerospace sector and as a space agency, and ESA. With the support of the German Aerospace Industries Association (Bundesverband der Deutschen Luft- und Raumfahrtindustrie; BDLI), DLR and ESA are presenting European space research in two venues. The 'Space Pavilion', a specially created exhibition hall, will be filled with fascinating displays. DLR will have its own stand showcasing its research work in the aerospace sector. The Tweetup participants will have access to both of these venues.

Planned agenda items for the #ILAtweetup include:

- 'Meet the astronauts' – meeting with European astronauts
- 'Meet the scientists' – exclusive discussions with scientists from DLR and ESA
- Guided tour of the Space Pavilion – experience European spaceflight, including the 'Earth observation island' and the 'Robomobil'
- Guided tour of the DLR stand – aerospace research to reach out and touch
- Guided tour of DLR's research aircraft
- Meeting with the social media teams from DLR and ESA as well as other European 'Spacetweeps'
- Short presentations from and Q&A sessions with scientists and project managers from DLR and ESA

On 14 September 2012, all participants in this #ILAtweetup will be able to access ILA 2012 free of charge. In addition, free WLAN Internet access, beverages and light snacks will also be provided.

Register by 3 August 2012

The #ILAtweetup is open exclusively to users of the social media platforms Twitter, Facebook or Google+ who follow DLR and ESA channels such as @DLR_de, @DLR_en, @ESA, @ESAoperations, @ESAScience, @ESA_DE as well as other DLR and ESA channels on Facebook and Google+. The aim of this joint DLR-ESA tweetup is to give participants an exclusive insight into the world of aerospace, and congregate social media users with an interest in space travel – people who are otherwise only connected together digitally – to enable them to exchange views with one another directly.

Registration at <http://www.DLR.de/ILAtweetup> is available with immediate effect. The number of participants is limited to 50. Additional registrants may be placed on a waiting list. A separate registration is required for each person. Please do not submit multiple applications. All participants must be at least 18 years of age.

Neither DLR nor ESA can contribute towards the cost of travel, board and lodging. The #ILATweetup will take place on Friday 14 September 2011, from 10:00 to 18:00 on the ILA 2012 site in Berlin – Berlin ExpoCenter Airport, Messestr.1, 12529 Schönefeld. The #ILATweetup will be held in English. Questions and tweets are of course welcome in any language.

The Twitter account for this tweetup is @SpaceTweetup. The hash tag is #ILATweetup. DLR and ESA will be disseminating news about the event using this hash tag, and via the Twitter channel @SpaceTweetup.

Confirmation of acceptance

The deadline for registration is Friday 3 August 2012 at 12:00 CEST. Once all of the applications have been processed, confirmation emails will be sent out to the selected participants, as will additional information for those on the waiting list. This will be done by 15 August 2012. Those invited must confirm their participation by 17 August. We will keep you updated on Twitter at @SpaceTweetup. Invitations are not transferable.

Questions? Email us at Spacetweetup@gmail.com

Contacts

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The first SpaceTweetup



Group photo of the 60 participants in the first European SpaceTweetup, German Aerospace Day 2011. Meiners

Credit: Stefan Meiners.

Blogging, tweeting and Facebook



A typical Tweetup: the participants sit at tables in front of their devices. On stage, Alois Himmes gives a talk on the NASA-DLR airborne observatory SOFIA.

Credit: Stefan Meiners.

Astronauts up close



Astronauts came to the tables so that the SpaceTweeps could talk to them in person.

Credit: ESA.

Contact details for image and video enquiries as well as information regarding DLR's terms of use can be found on the DLR portal imprint.