



**At Lomonosov Moscow State University  
November 6, 2013**

## Introduction

The SWITCH screening at the [Lomonosov Moscow State University](#) took place on the 6<sup>th</sup> of November in the 611 biggest lecture hall at the [Faculty of Geology](#).

## Promotion Campaign

Before the screening, a promotion campaign was held, with the help of the local [SPE](#) and [EAGE](#) student chapters. The main (and the most effective, as the feedback form showed) methods of promotion:

- 1) [VKontakte](#) social network — the event was published on the page of the geological department, so all of the students of the faculty saw the posters and flyers.
- 2) Wall posters — A2 or A3, they were put on every announcement board we could get to involve students from other faculties.



Fig. 1. The screen in 611. The EAGE and SPE student chapters helped a lot, so we put their logos on the screen before the screening and on some of the posters.

## The Event

The event was started at 18.30 by Ivan Agapitov, SPE student chapter vice-president.

There were three energy/oil/coal industry specialists who gave introductory/finishing speeches: Mikhail Golytsin, a doctor of science and author of 16 monographs on solid fossil fuels and alternative energy sources, Andrey Kazak — PhD, a specialist from Schlumberger Moscow Research center and Elena Poludetkina — PhD, senior researcher of the fossil fuels chair at the Lomonosov MSU.



**Fig. 2. Ivan Agapitov starting the event**





**Fig. 3. Mikhail Golytsin during the introductory speech**



**Fig. 4. Andrey Kazak with his introductory speech**

A high-definition (Blu-Ray) version of the movie with English subtitles was shown. The audience was completely absorbed by the film, as it is a lot more exciting and moving than a regular documentary. After the screening, a discussion followed. During the discussion, Mikhail Golytsin

and Elena Poludetkina shared their opinions on the film and the whole energy industry with the audience and answered the questions.

## Participants

In total 27 visitors have attended the screening:

- 1) 20 students/PhD candidates/PhDs from the [Faculty of Geology](#)
- 2) 3 students from [Faculty of Geography](#)
- 3) 1 student from [Faculty of Mechanics and Mathematics](#)
- 4) 2 students from [Gubkin Russian State University of Oil and Gas](#)
- 5) 1 professor from the [Chernomorsky MSU Campus, Sebastopol, Ukraine](#)



**Fig. 5. The audience is fully involved**





**Fig. 6. Our guests from Gubkin Russian State University of Oil and Gas**

### **Next Steps**

This was the first SWITCH screening not only in the MSU, but in Russian Federation. We are planning to continue screening the movie, but targeting bigger audiences. The professor of Chernomorsky MSU Campus, Alexey Kalinichenko, has invited us to show the film to the students in [Chernomorsky MSU Campus, Sevastopol, Ukraine](#) (over 300 of them), and our friends from the [Gubkin Russian State University Of Oil and Gas](#) also wished to host a screening.

So, we think that this screening was not only a very interesting event, but also a really good starting point for future opportunities.