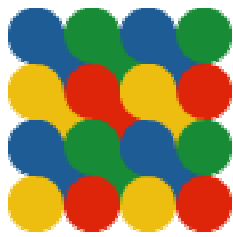


EPPOG

European Particle Physics Outreach Group

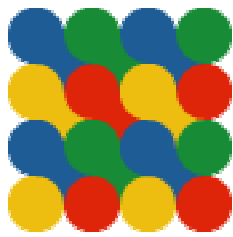
- From the EPPOG web site (<http://eppog.web.cern.ch/eppog/default.html>)
- **The European Particle Physics Outreach Group**
 - promotes the outreach activities of particle physics institutes and laboratories in the CERN Member States
 - acts as a forum for the exchange of ideas and experiences related to particle physics outreach
 - was formed under the joint auspices of the European Committee for Future Accelerators (ECFA) and the High Energy Particle Physics Board of the European Physical Society (EPS-HEPP Board)
 - is composed of
 - one member nominated by the particle physics community of each CERN Member State (normally the responsible person for outreach activities in the state concerned)
 - one member each from DESY and CERN, appointed by the managements of those laboratories
 - additional representatives from particle physics experiments, astroparticle physics and non-Member States of CERN.



EPPOG

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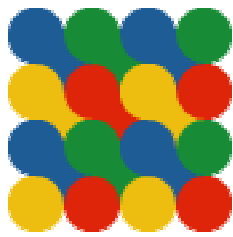
- Was formed ~13 years ago
 - First chaired by Prof. Frank Close (Oxford Uni.)
 - Then by Prof. Erik Johansson (Uni. Stockholm)
 - Currently (2009-2012)
 - Prof. Michael Kobel (Dresden Uni.)
 - Dr. David Barney (CERN)



EPPOG

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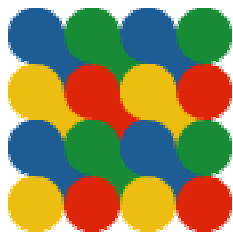
- Meet twice per year
 - In the Autumn at CERN
 - In the Spring in a member state
- Originally EPPOG meetings were discussion forums, to explain to other members the Outreach activities being carried-out in their country (or experiment)
 - Sharing ideas



EPPOG

European Particle Physics Outreach Group

- In more recent times EPPOG has evolved
 - Initiated Europe-wide Particle Physics Masterclasses for high-school students (based on an idea from the UK)
 - Over the course of about two weeks, about 5000 students spend a day at a local University, for talks on HEP, tours and hands-on exercises
 - Video conference at the end of the day with other participants, hosted by CERN
 - Discuss results, ask questions etc.
 - Now worldwide participation (Europe, USA, South America..)
 - Special sessions at recent ECSITE conferences
 - Try to improve visibility of HEP in Science Centres and Museums
 - Bi-annual EPPOG meetings are now focussed on a particular subject
 - Spring 2009: Exhibitions
 - Autumn 2009: Making LHC data available to high schools



EPPOG

European Particle Physics Outreach Group

- Role of EPPOG during LHC restart, first collisions etc.
 - Experiment reps. heavily involved in organization for events at CERN
 - Hosting media at various sites
 - Arranging media-trained collaboration members to talk to the press
 - Provide almost-live event displays for use by the media
 - Member state reps.
 - May organize events in their countries
 - Should liaise with EPPCN members for press contacts etc.