



COMMUNICATION

Report

Fabiola Cacciatore *Scientific Secretary & Head of Communications*





CORE TEAM



New IPPOG secretariat office

1 -1/24 - CERN Meyrin

IPPOG's secretariat mobile

+41 75 411 16 59





Cross Media Communication

incorporating different forms of media into your communication strategy

key performance indicators

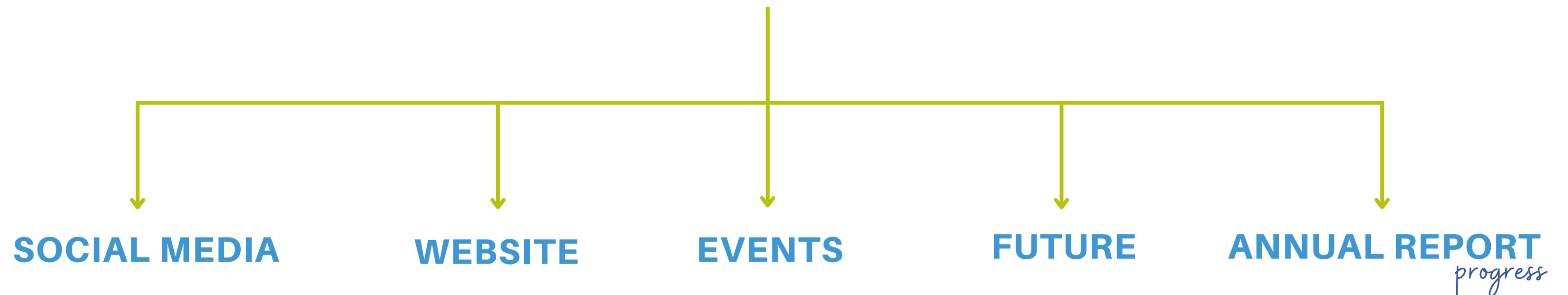
Keep
People
Informed - interested - involved

Objective
promoting awareness and understanding of particle physics among the general public, with a particular emphasis on engaging young people





IPPOG COMMUNICATION



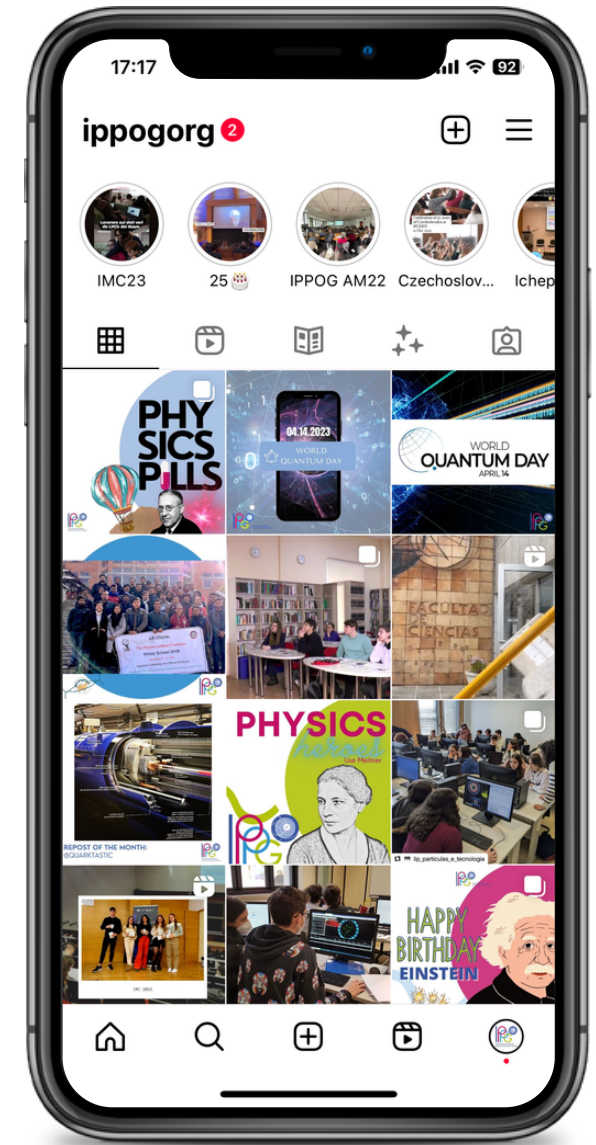
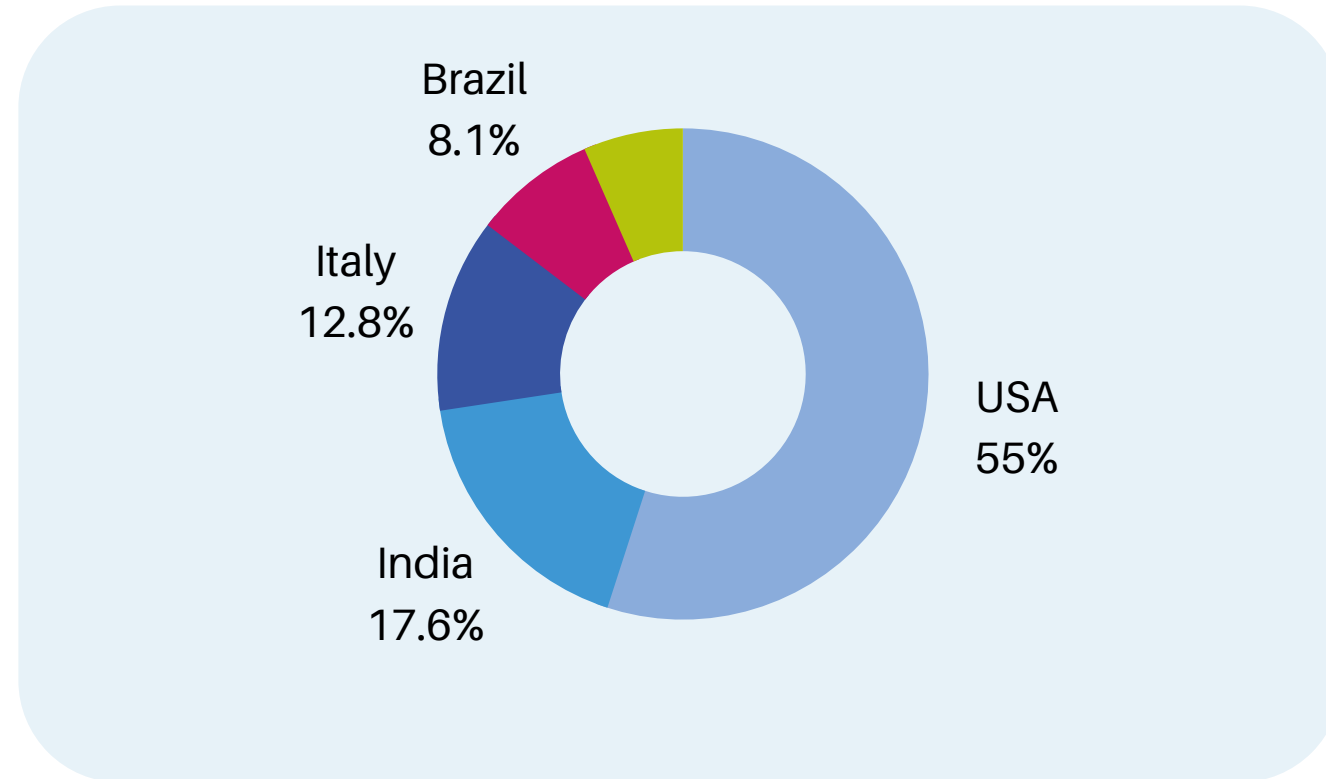
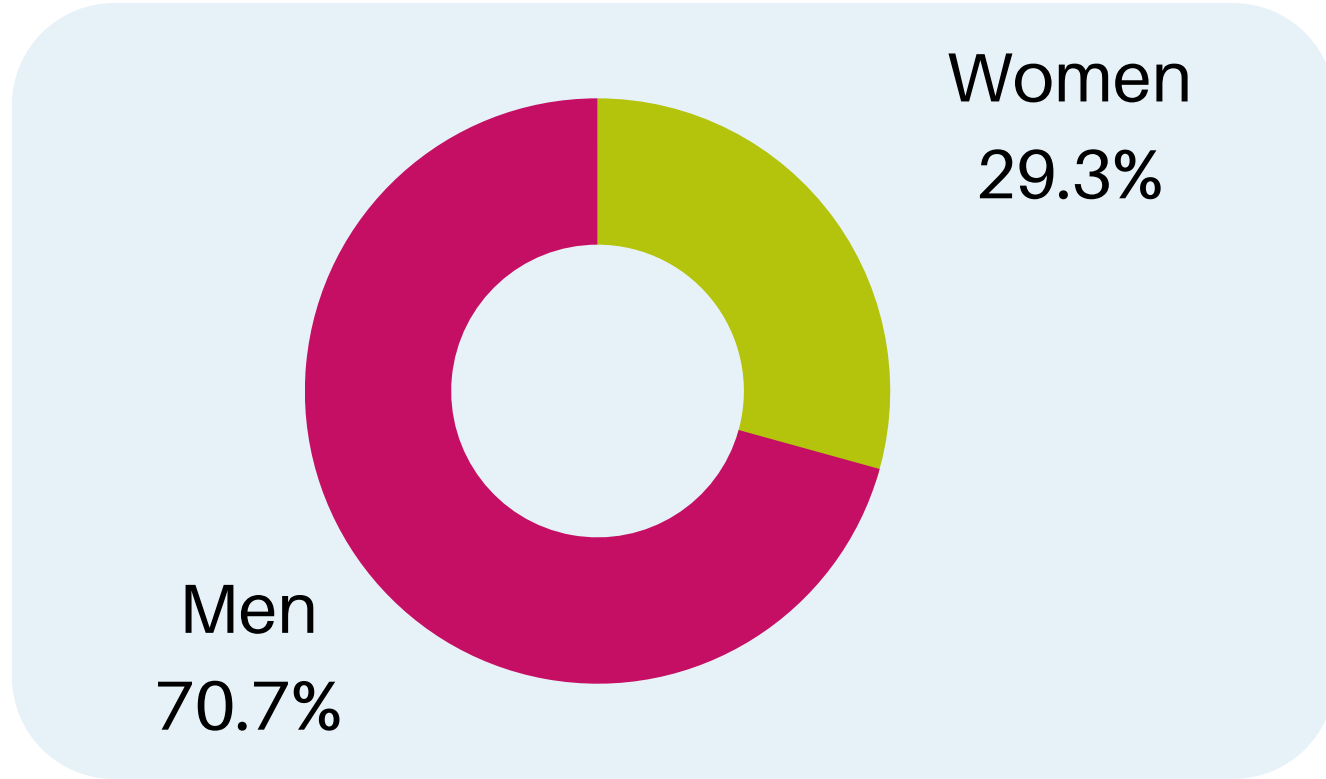


SOCIAL MEDIA

Instagram 2283

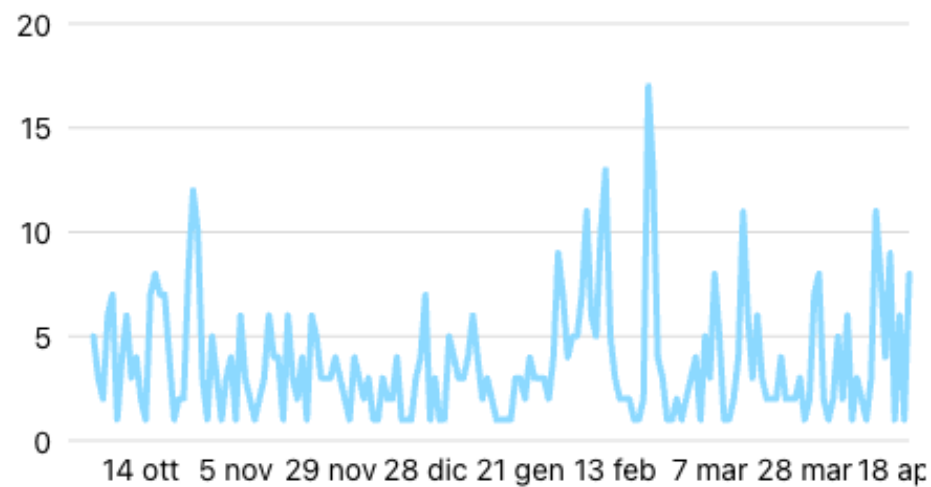
Follower di Instagram ⓘ

report



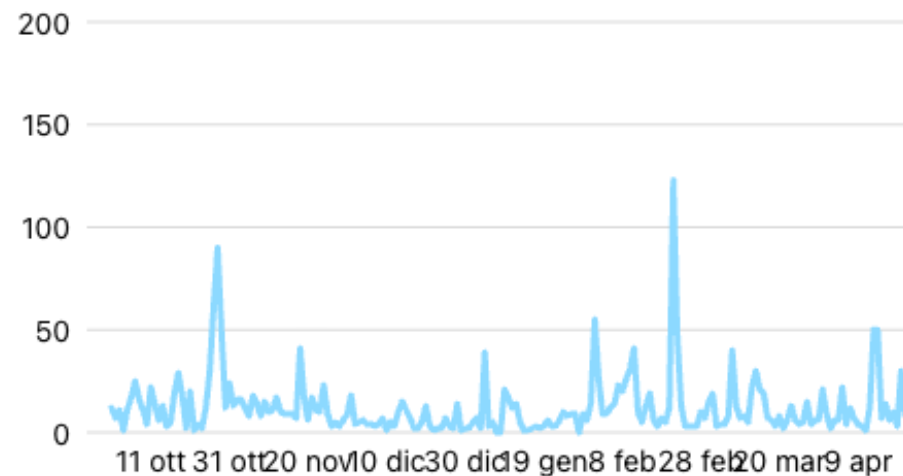
NEW FOLLOWERS

649 ↑ 204.7%



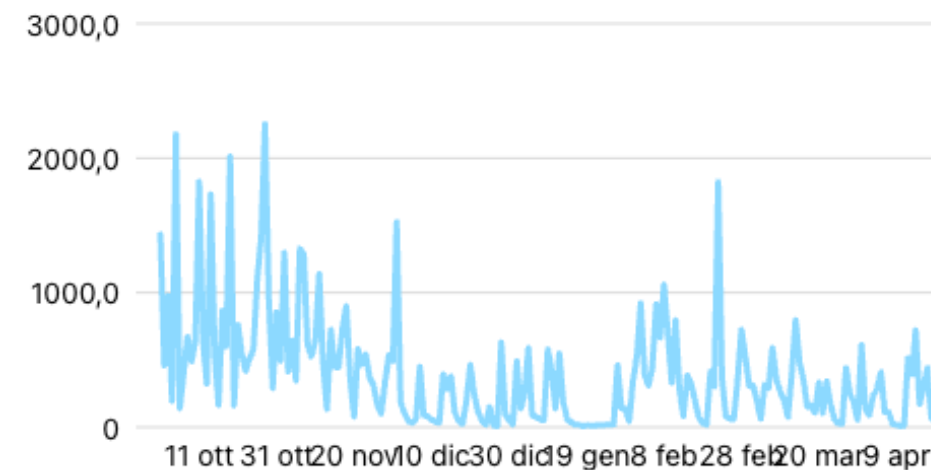
PROFILE'S VISITS

2476 ↓ 84.2%



IMPRESSIONS

32.187 ↓ 46.3%



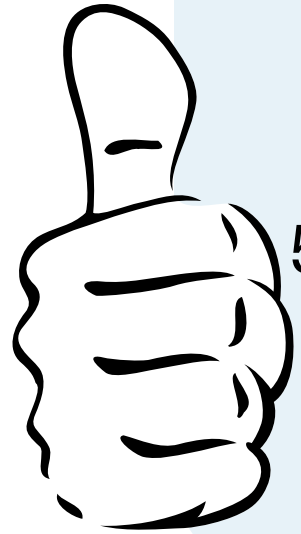


SOCIAL MEDIA

Instagram 2283

Follower di Instagram ⓘ

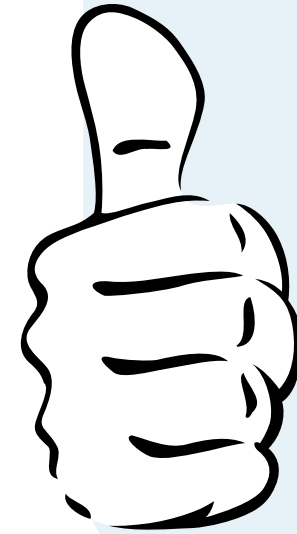
report



Men
50.8%



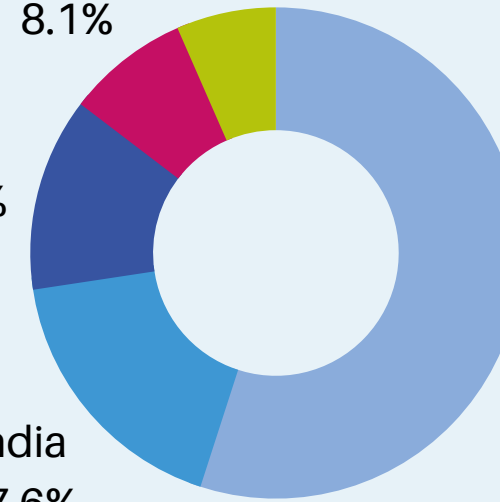
Women
49.2%



Italy
12.8%

Brazil
8.1%

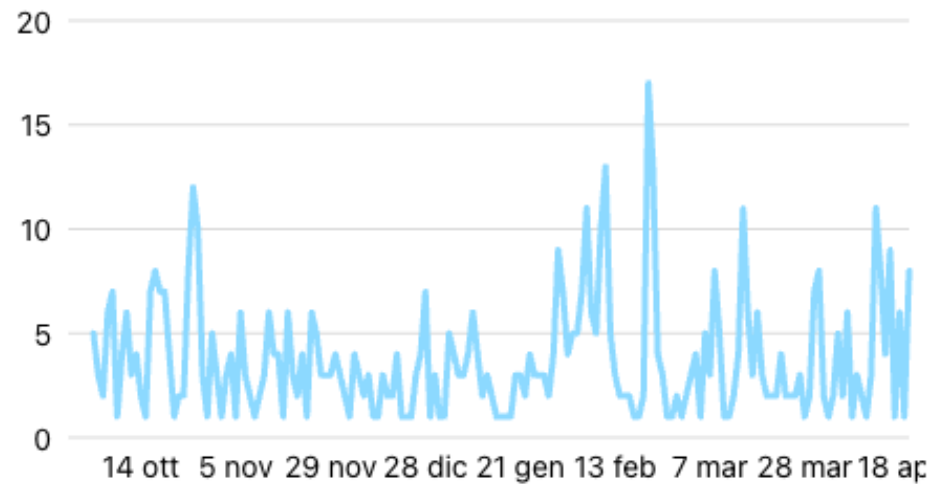
India
17.6%



USA
55%

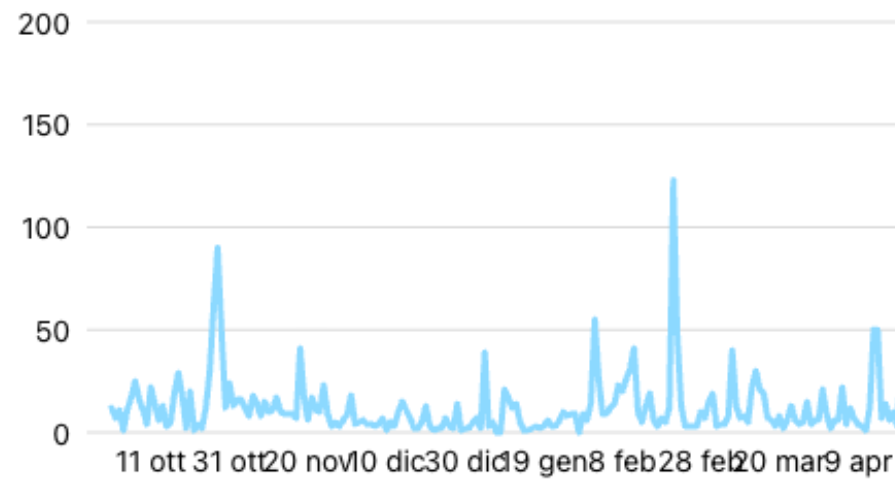
NEW FOLLOWERS

649 ↑ 204.7%



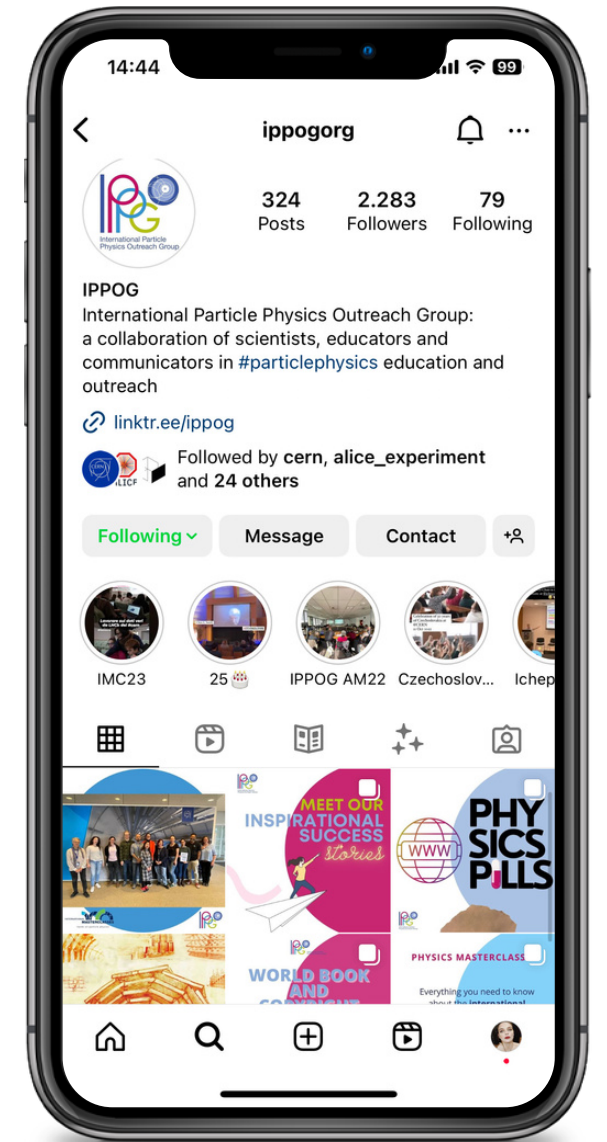
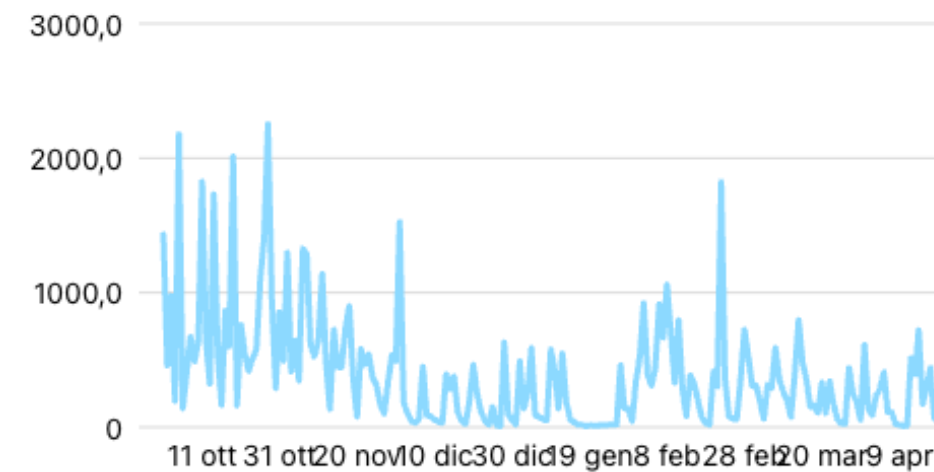
PROFILE'S VISITS

2476 ↓ 84.2%



IMPRESSIONS

32.187 ↓ 46.3%



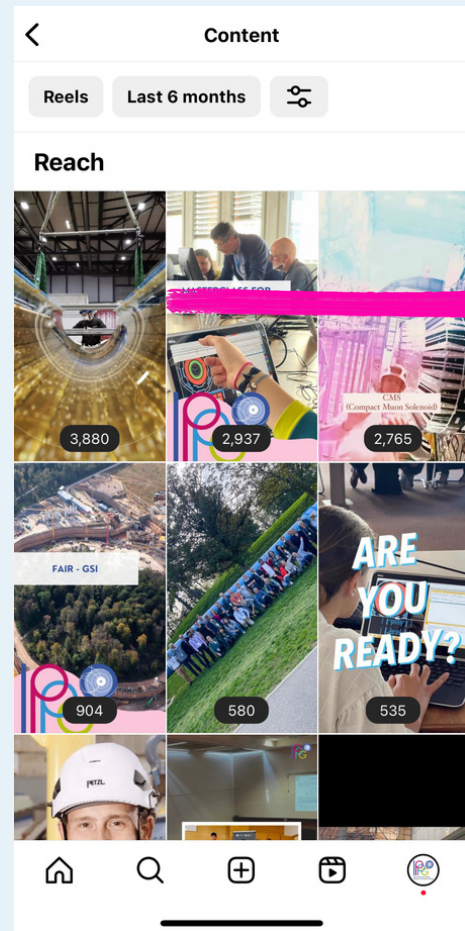


SOCIAL MEDIA



report

best performance content



reel: ALICE Experiment

Reel insights

Perhaps we have already said it, but @alice_exp...

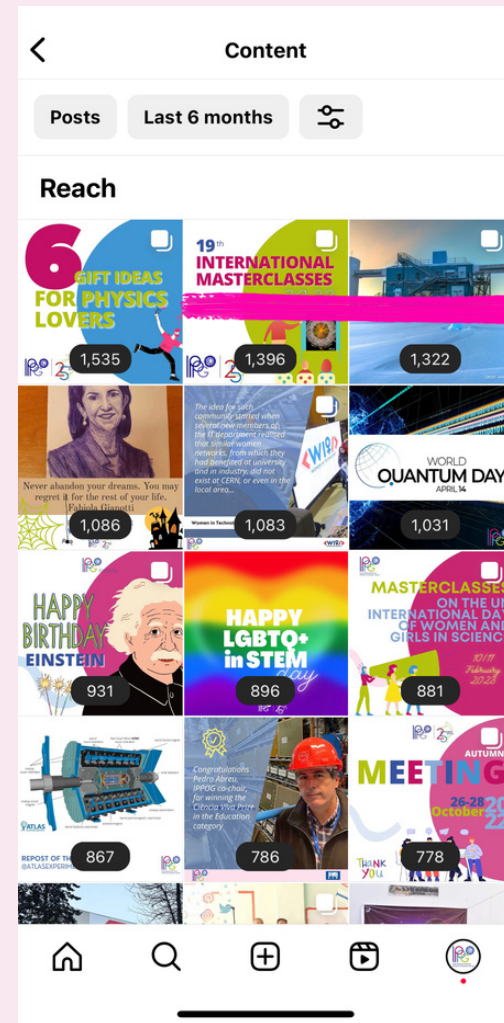
ippogorg · Original audio
January 27 · Duration 0:13

4023 451 3 -- 30

Reach

3,880 Accounts reached

763 Followers • 3,117 Non-followers



post: Carousel dedicated to gifts

Post insights

1 December 2022 at 1:00 AM

121 0 -- 37

Overview

Accounts reached 1,535
Accounts engaged --
Profile activity 21

Reach

507 Followers • 1,028 Non-followers

Impressions 1,819

From hashtags 976
From Home 679
From other 104
From profile 54



collaboration: CMS Experiment (IMC)

Post insights

572 9 -- 98

Overview

Accounts reached 6,614
Accounts engaged --
Profile activity --

Reach

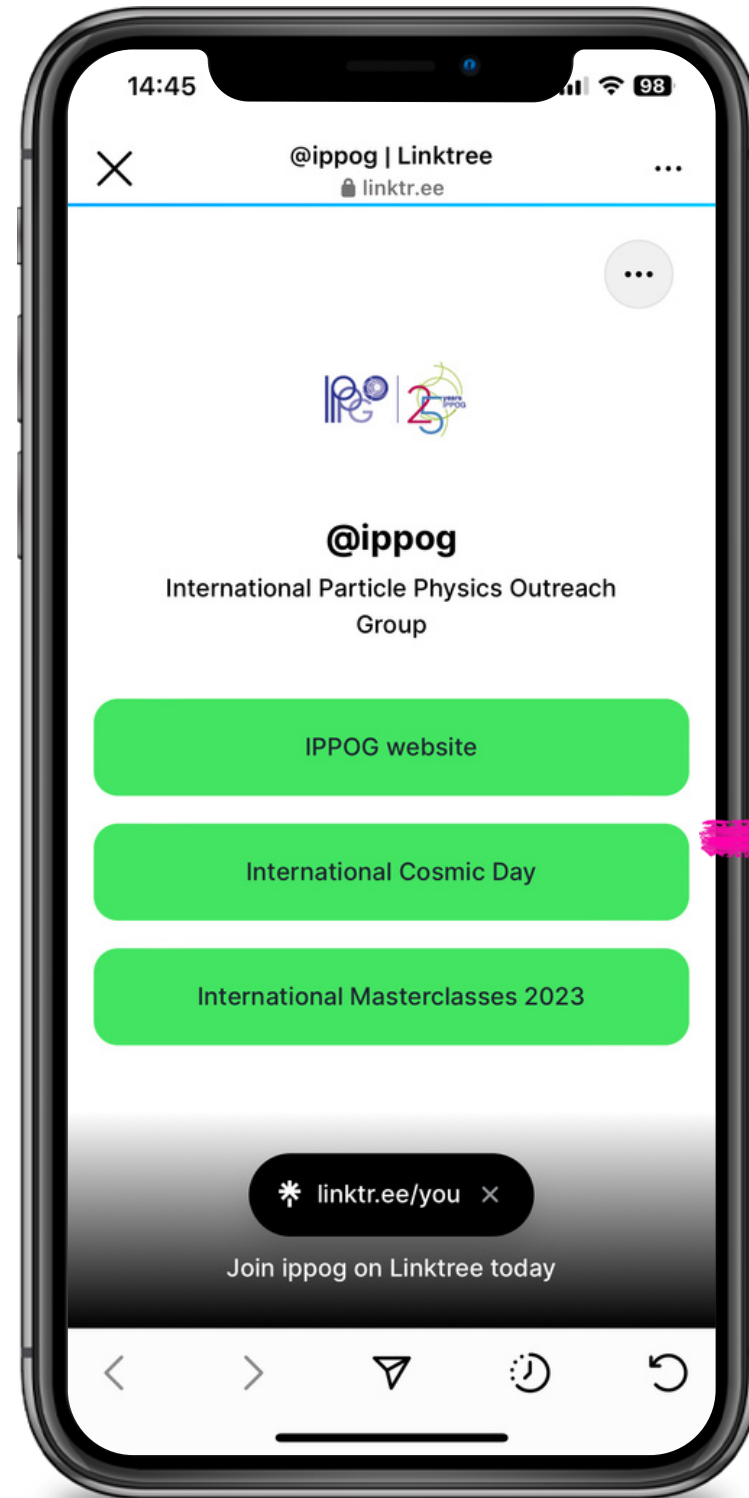
6,614 Accounts reached

5,261 Followers • 1,353 Non-followers

Impressions 8,331

From Home 7,588
From other 307
From hashtags 254
From profile 165





LINKTREE FREE ACCONT

More visibility and direct access to IPPOG's main projects



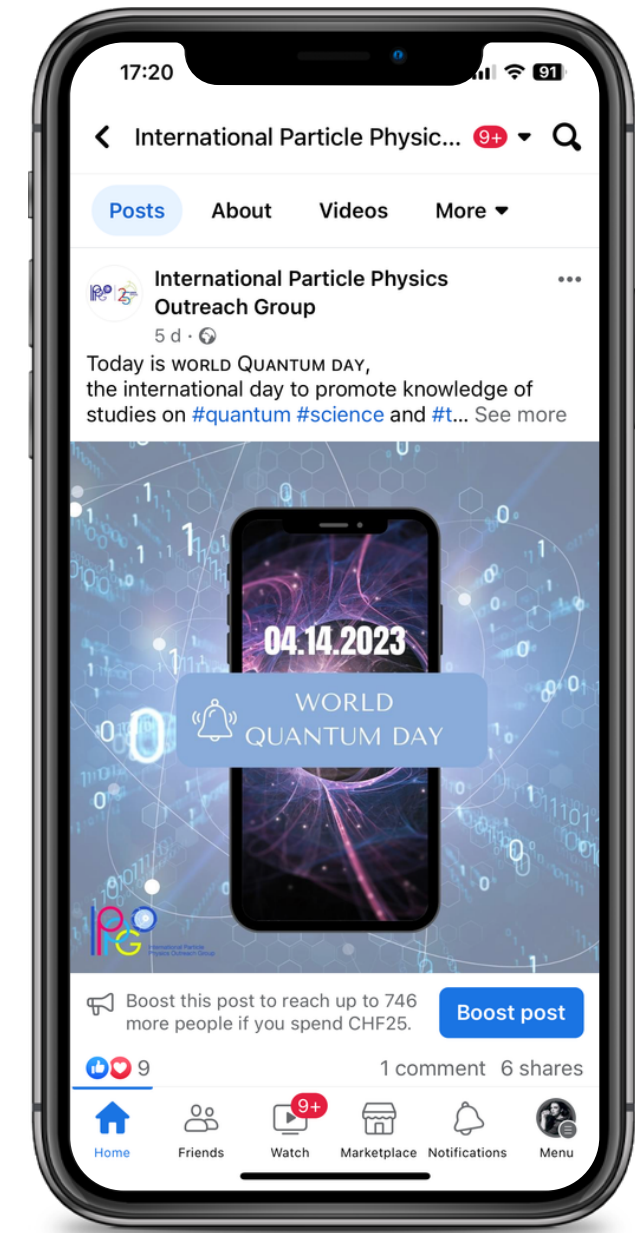
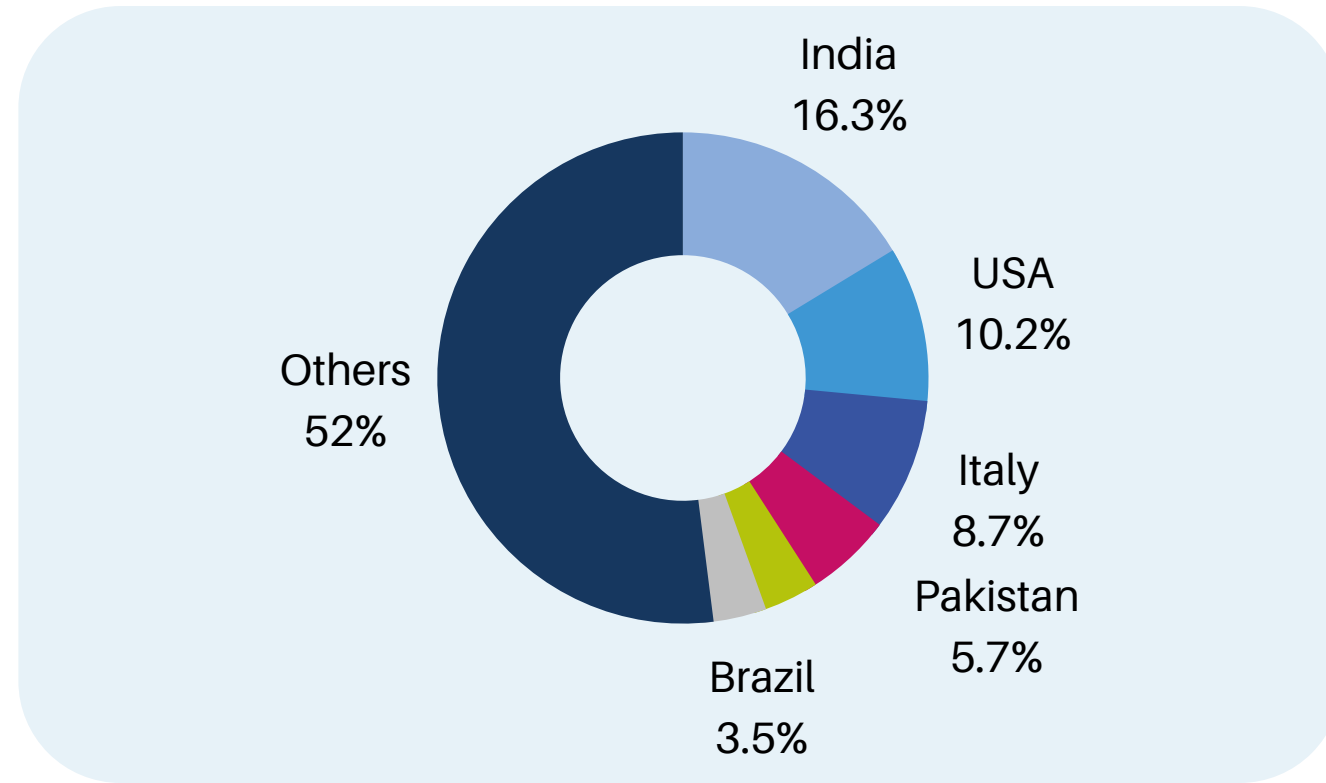
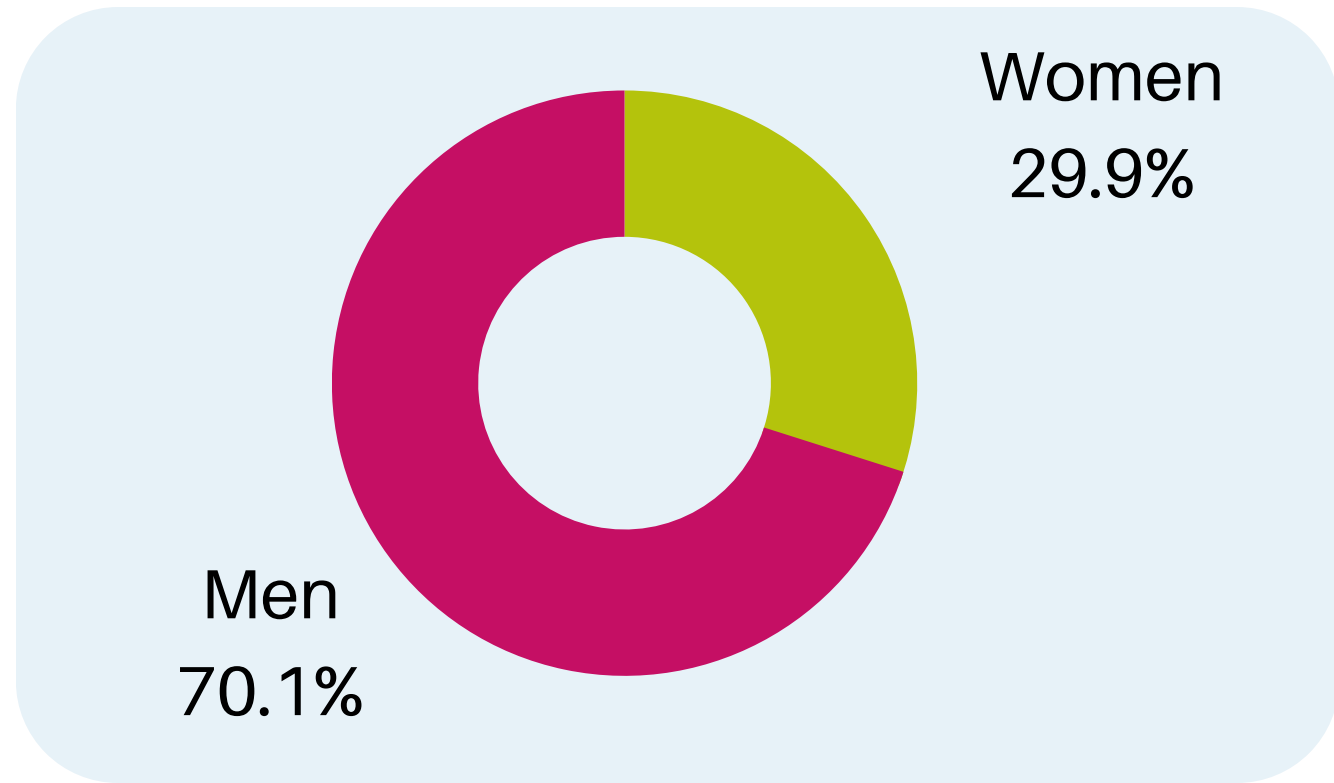


SOCIAL MEDIA facebook

Follower della Pagina Facebook ⓘ

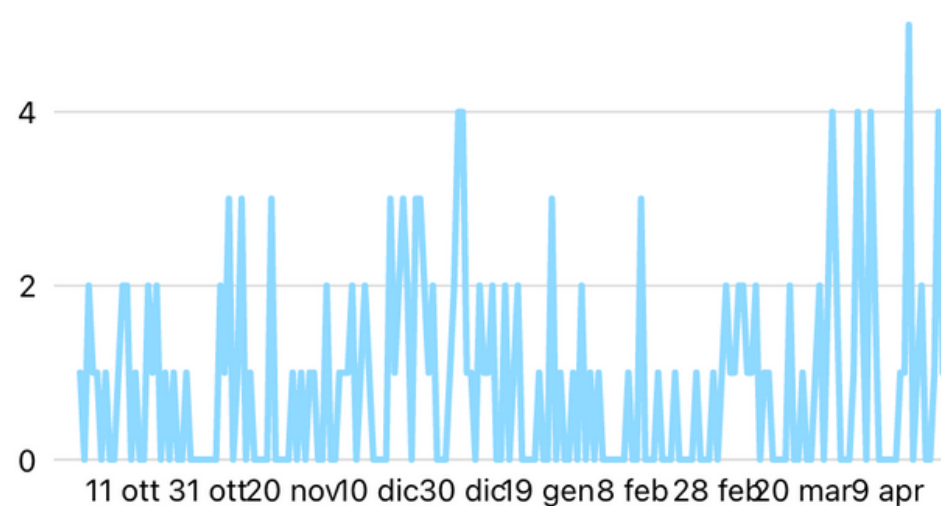
3825

report



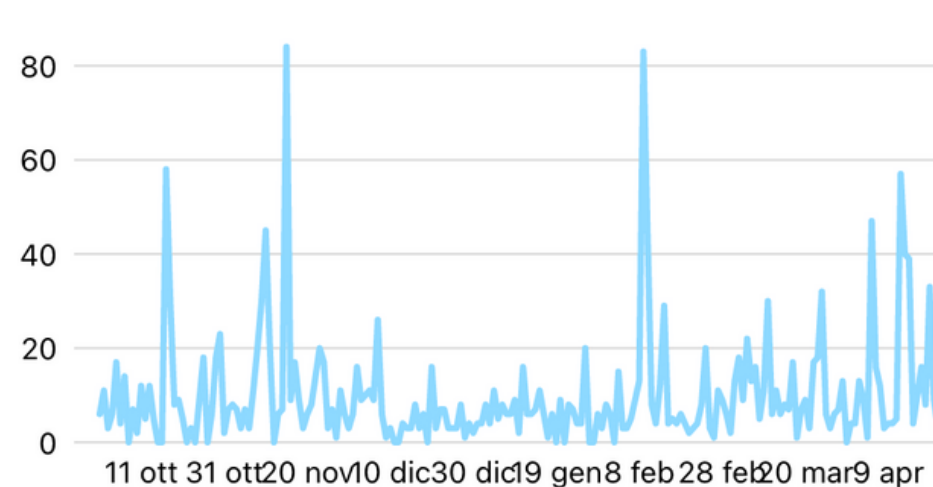
NEW LIKES

172 ↓ 42.3%



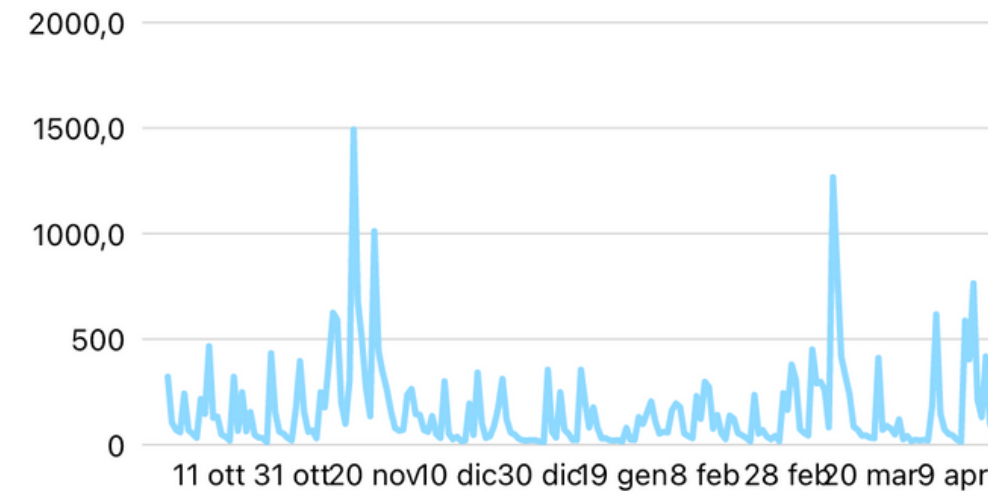
PROFILE'S VISITS

2048 ↑ 125.1%



IMPRESSIONS

14.682 ↓ 69.2%



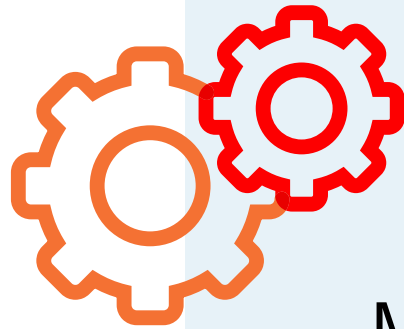


SOCIAL MEDIA facebook

Follower della Pagina Facebook ⓘ

3825

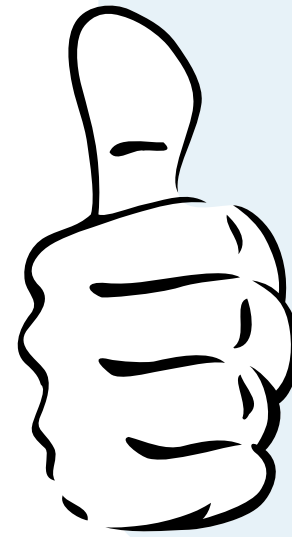
report



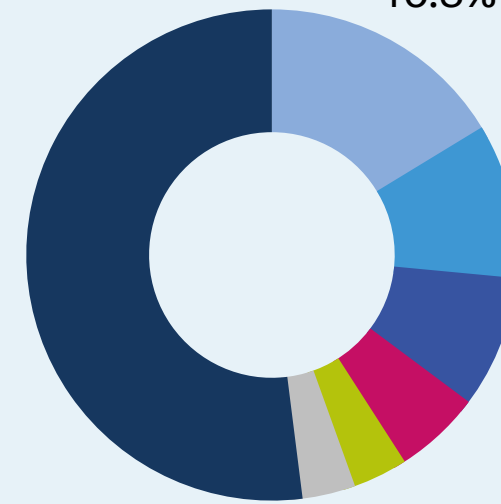
Men
70.1%



Women
29.9%



Others
52%



India
16.3%

USA
10.2%

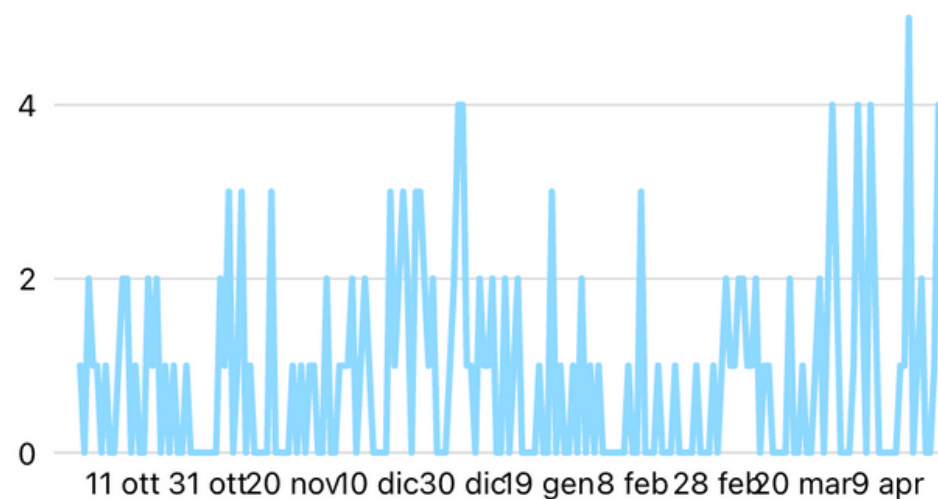
Italy
8.7%

Pakistan
5.7%

Brazil
3.5%

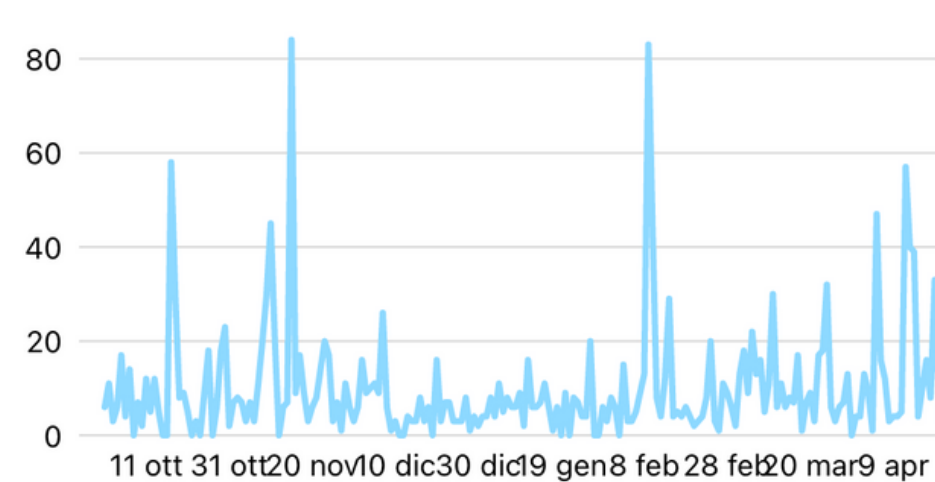
NEW LIKES

172 ↓ 42.3%



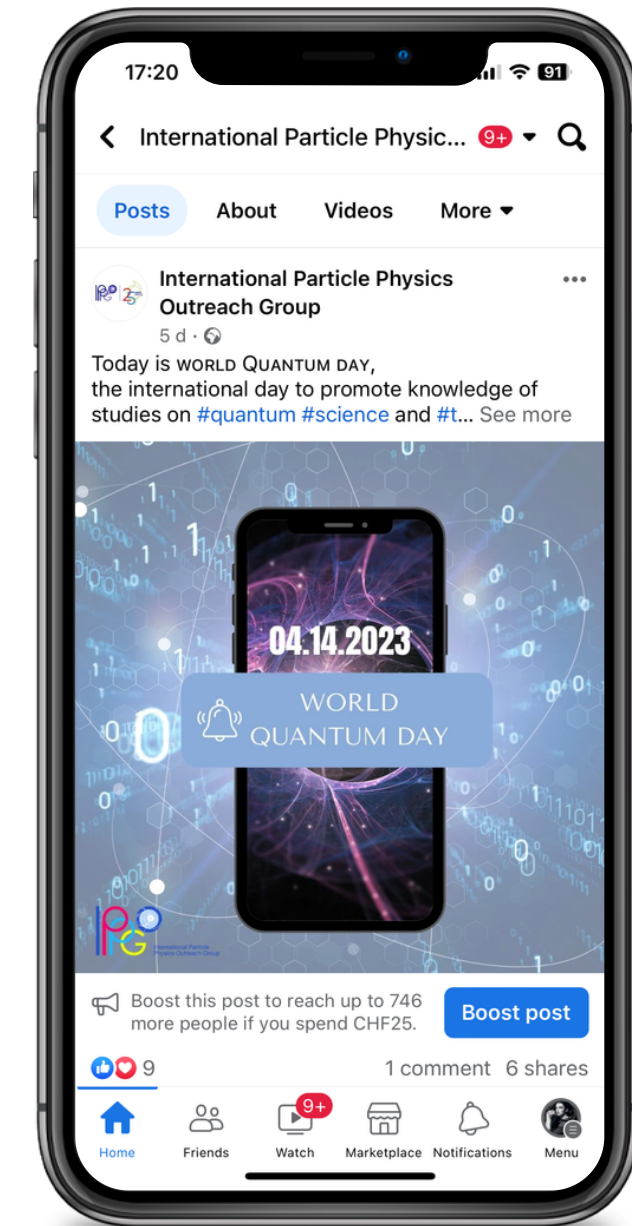
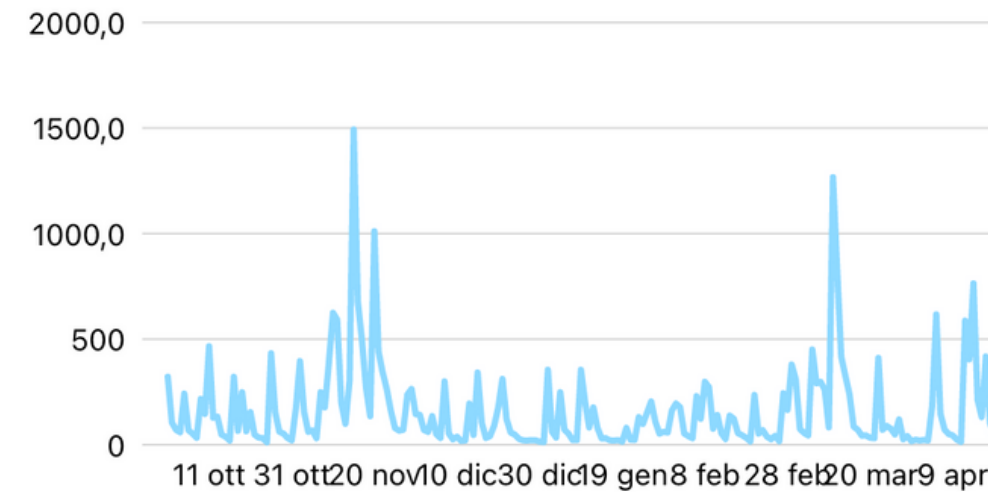
PROFILE'S VISITS

2048 ↑ 125.1%



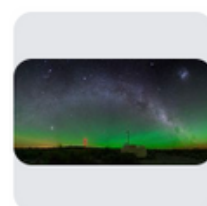
IMPRESSIONS

14.682 ↓ 69.2%





best post



This year there is a big news: the Pierre Auger Masterclasses incorporated in our International Masterclasses Program! Read our last article dedicate to the largest observatory in the world for the study of very high energ...

sab 11 mar

Copertura del post Interazioni
2424 213



Read our last article about the World Quantum Day written by Zlatan Vasović (IAPS - International Association of Physics Students) 🙌🙌🙌
<https://ippog.org/news/quantum-now-lets-celebrate-world-quantum-day...>

mer 12 apr

Copertura del post Interazioni
1343 91



Today is WORLD QUANTUM DAY, the international day to promote knowledge of studies on #quantum #science and #technologies. A frontier research that will make not only computers evolve but also the transmission of information betwe...

ven 14 apr

Copertura del post Interazioni
729 33



Thank you M. Martinelli (physicist Unimib) for sharing these wonderful photos on Twitter! 🥰🥰🥰 More than 100 high-school students were present during the International Masterclass on @LHCbExperiment data at the University of Milano...

lun 6 mar

Copertura del post Interazioni
607 42



Few weeks ago something very beautiful happened... Our International Masterclasses reached the students in Ukraine (Kharkiv). Prof. Philip Kuznietsov hosted an International Physics Masterclass at V. N. Karazin Kharkiv National...

mar 4 apr

Copertura del post Interazioni
575 63





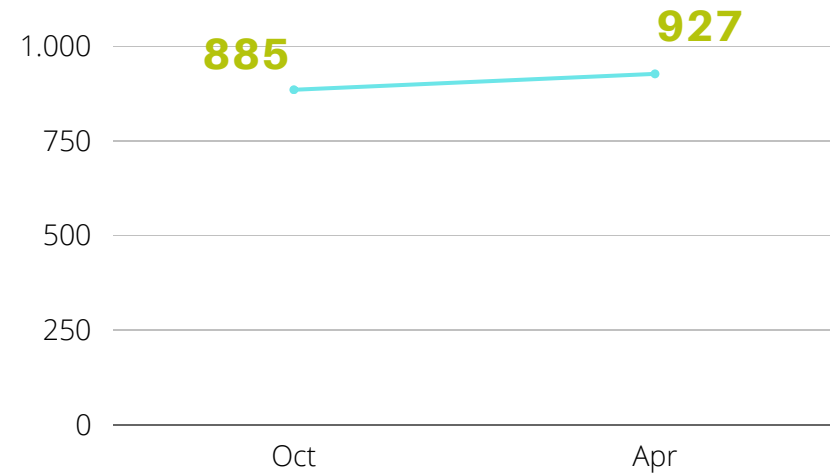
SOCIAL MEDIA



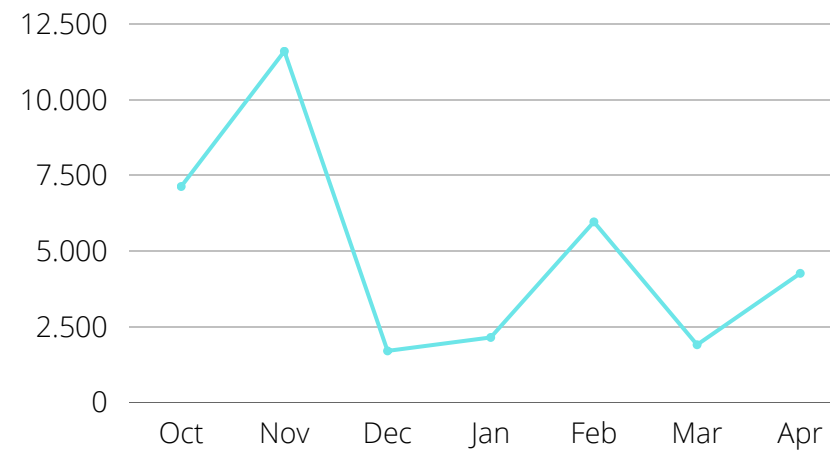
Followers
927 ↑

report

FOLLOWERS



IMPRESSIONS

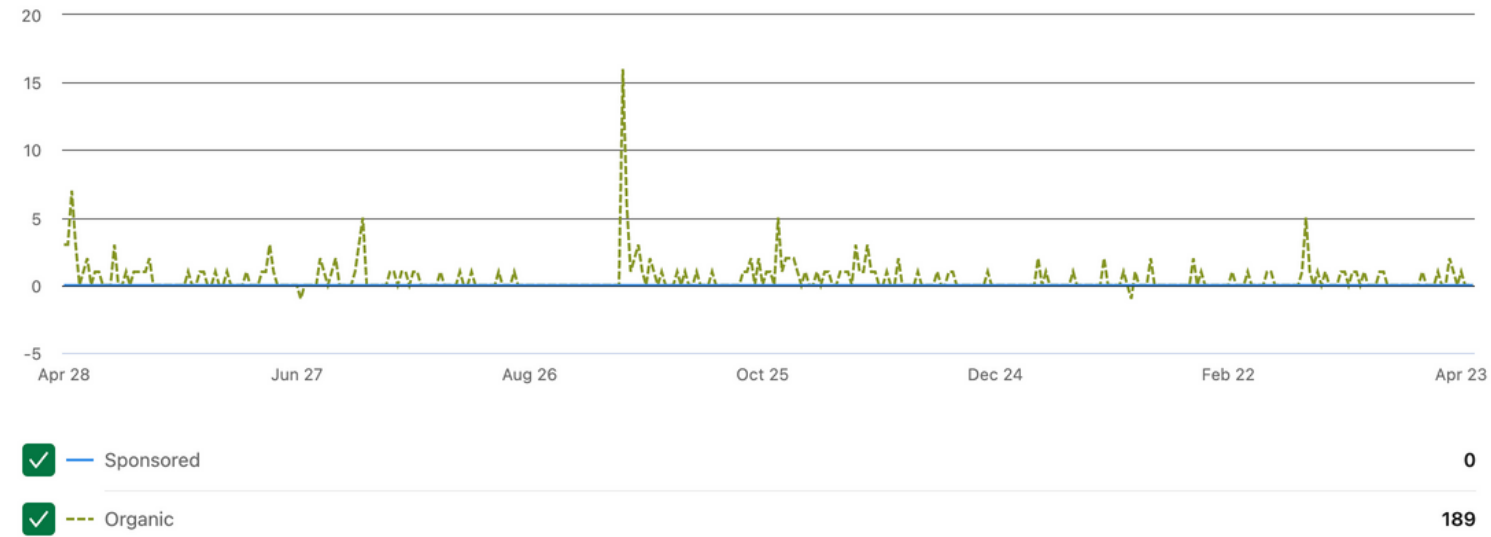


<p>IPPOG @IppogOrg · Feb 11 Happy International Day of #Women and #Girls in #Science!</p> <p>Every year, IPPOG organises special masterclasses dedicate to girls in science!</p> <p>Enjoy science!</p> <p>#internationaldayofwomeninscience #girlspowers #womeninscience #internationaldayofgirlsinscience #womeninstem pic.twitter.com/Sv7UHJ9LnP</p>	2,318	23	1.0%
<p>IPPOG @IppogOrg · Apr 14 Today is WORLD QUANTUM DAY, the international day to promote knowledge of studies on #quantum #science and #technologies</p> <p>Today numerous events are held all over the world to explain #quantumphysics to the public</p> <p>More info 📄 worldquantumday.org</p> <p>#worldquantumday pic.twitter.com/zeRyUx3jG8</p> <p>View Tweet activity</p>	1,990	30	1.5%
<p>IPPOG @IppogOrg · Feb 8 📍 We are happy to announce the new Masterclasses with the Pierre Auger Observatory.</p> <p>More info: buff.ly/3Ynej3a</p> <p>#internationalmasterclasses #PierreAugerObservatory pic.twitter.com/19pKfUxA4D</p> <p>View Tweet activity</p>	1,323	45	3.4%





Follower metrics



Visitor demographics

Job function

Research · 84 (14.5%)

Marketing · 77 (13.3%)

Media and Communication · 71 (12.2%)

Education · 57 (9.8%)

Business Development · 30 (5.2%)

Engineering · 30 (5.2%)

Follower demographics

Location

Geneva Metropolitan Area, Switzerland · 77 (28.2%)

Greater Rome Metropolitan Area, Italy · 9 (3.3%)

Lausanne Metropolitan Area, Switzerland · 6 (2.2%)

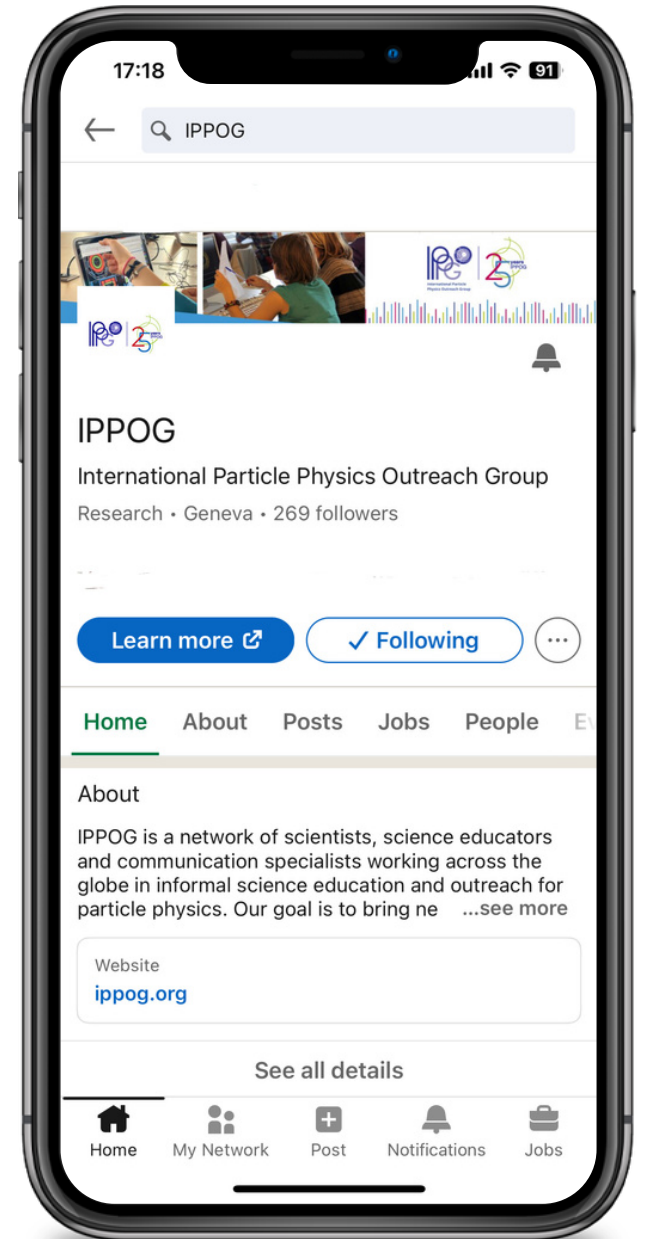
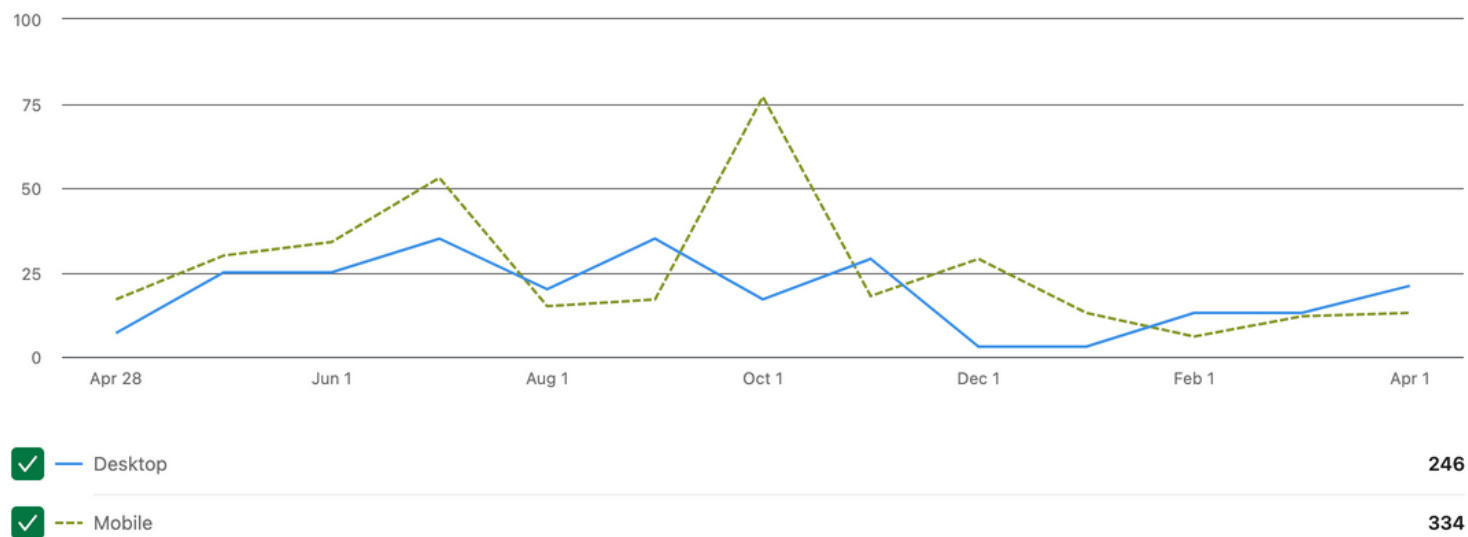
Greater Hamburg Area, Germany · 5 (1.8%)

Greater Madrid Metropolitan Area, Spain · 4 (1.5%)

New York City Metropolitan Area · 4 (1.5%)

Greater Bologna Metropolitan Area, Italy · 3 (1.1%)

Page views | All pages | All filters





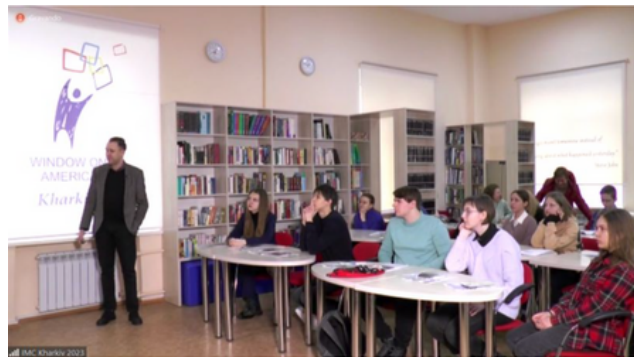
😊 Particle physics explained to children of all ages through narrativa books! Is...

Posted by **Fabiola Cacciatore**
4/18/2023

Boost

Post title	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
------------	-------------	-------	--------	-----	-----------	----------	---------	---------	-----------------

😊 Particle physics explained to children of all ages through narrativa books! Is...	1,553	-	66	4.25%	32	3	3	-	6.7%
---	-------	---	----	-------	----	---	---	---	------



Few weeks ago something very beautiful happened... Our International...

Posted by **Fabiola Cacciatore**
4/4/2023

Boost

Few weeks ago something very beautiful happened... Our International...	289	-	6	2.08%	11	0	2	-	6.57%
---	-----	---	---	-------	----	---	---	---	-------



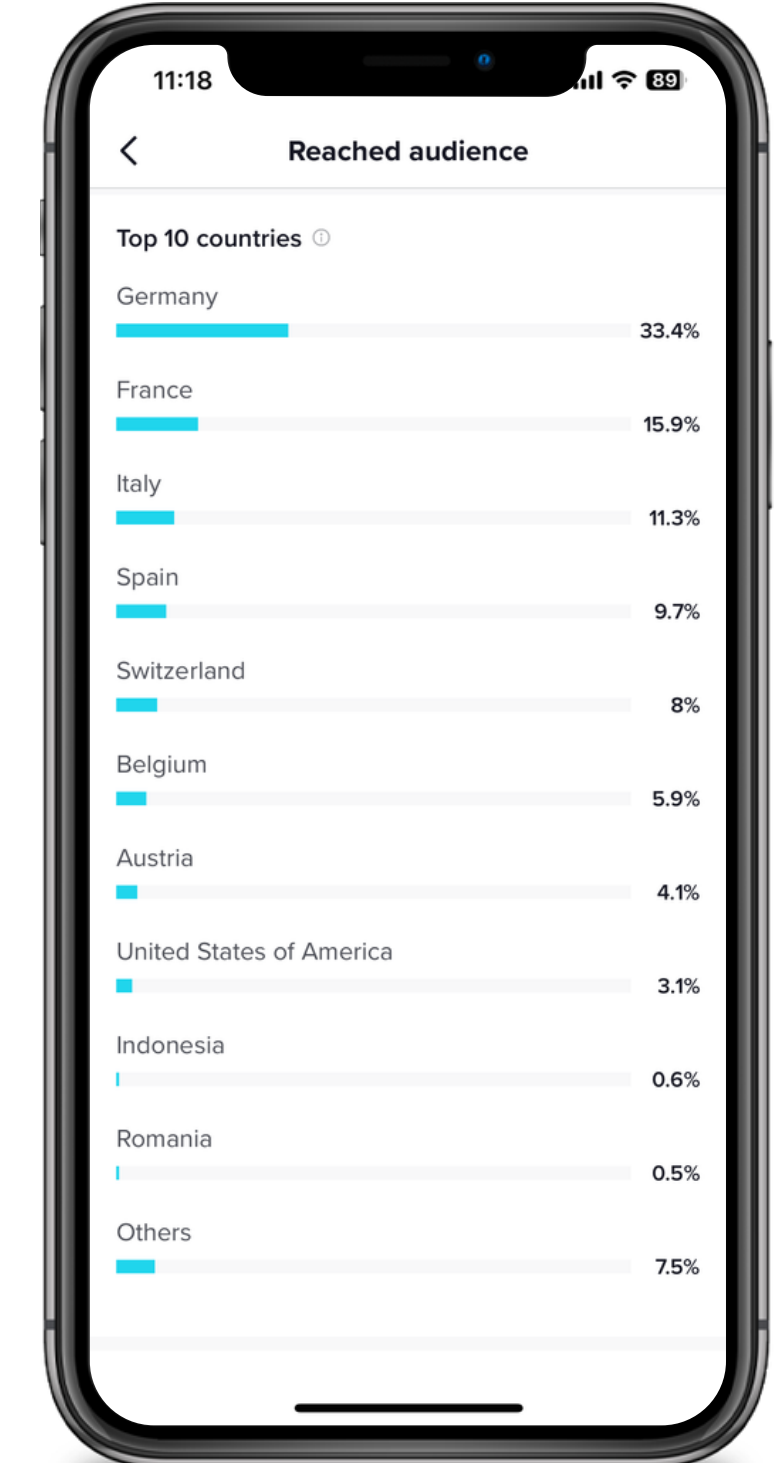
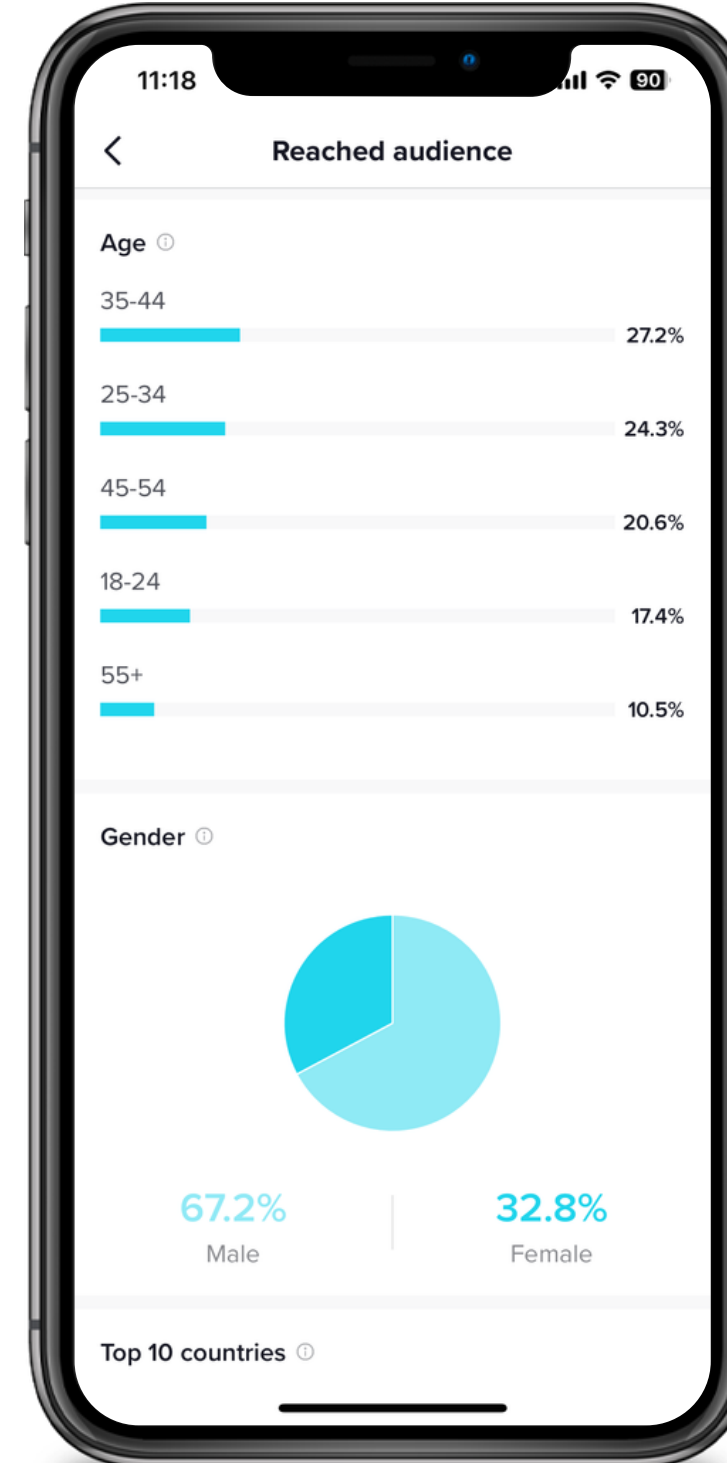
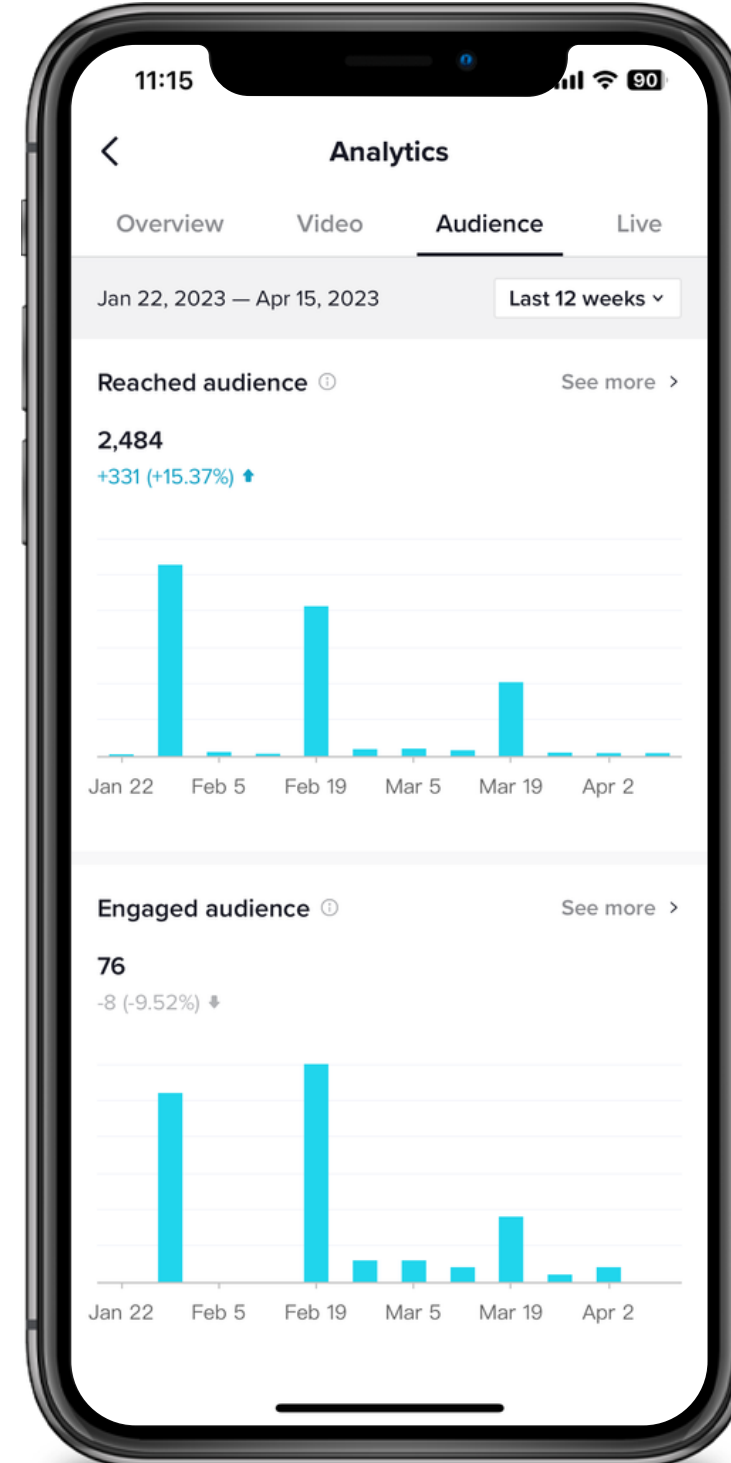
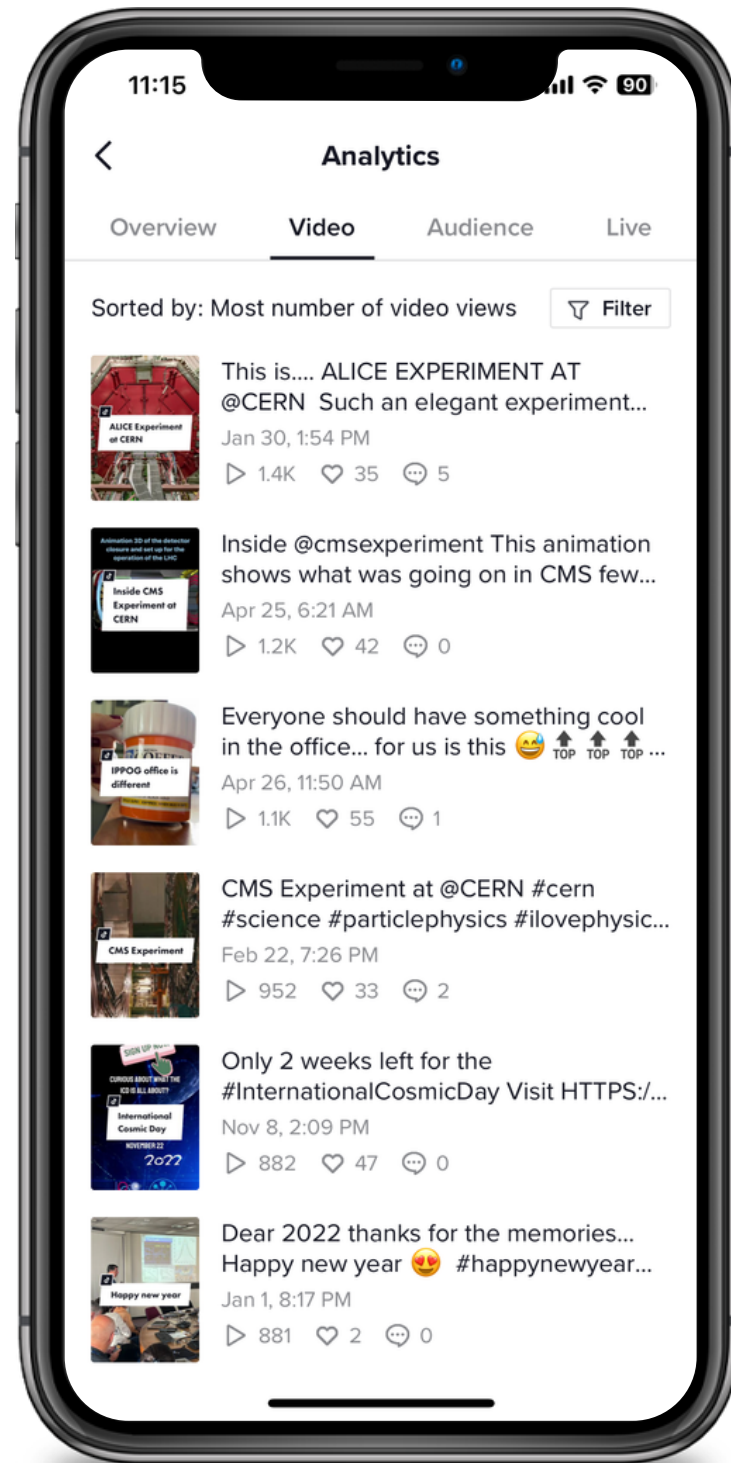
📢 We are glad to announce that, also this year, IPPOG supports the BCVSPIN2023:...

Posted by **Fabiola Cacciatore**
4/3/2023

Boost

📢 We are glad to announce that, also this year, IPPOG supports the BCVSPIN2023:...	152	-	4	2.63%	4	0	1	-	5.92%
--	-----	---	---	-------	---	---	---	---	-------







POST-PONED

Reasons:

- **time** needed to create quality videos,
- **editorial calendar** (production and publication) to be defined,
- lack of **human resources** (when there will be a student we could ask to use a small part of her/his time for the creation and support of the video creation for social media) and **technologies** (camera, microphone, video editing software)

Submission declined on 21 March 2023 by S0091 (talk).
Wikipedia:REFB

This submission is not adequately supported by [reliable sources](#). *Reliable* sources are required so that information can be *verified*. If you need help with referencing, please see [Referencing for beginners](#) and [Citing sources](#).

- If you would like to continue working on the submission, click on the "Edit" tab at the top of the window.
- If you have not resolved the issues listed above, your draft will be declined again and potentially deleted.
- If you need extra help, please [ask us a question](#) at the AIC Help Desk or get [live help](#) from experienced editors.
- Please do not remove reviewer comments or this notice until the submission is accepted.

Where to get help [show]

How to improve a draft

Improving your odds of a speedy review

Editor resources

Declined by S0091 5 days ago. Last edited by S0091 5 days ago.

Resubmit Please note that if the issues are not resolved, your submission will be declined again.



Review waiting, please be patient.

This may take 3 months or more, since drafts are reviewed in no specific order. There are 3,565 pending submissions [waiting for review](#).

- If the submission is **accepted**, then this page will be moved into the article space.
- If the submission is **declined**, then the reason will be posted here.
- In the meantime, you can continue to improve this submission by editing normally.

Where to get help [show]

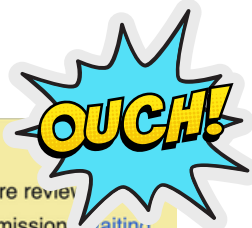
How to improve a draft [show]

Improving your odds of a speedy review [show]

Editor resources [show]

Ippog

Da Wikipedia, l'enciclopedia libera.



Draft:International Particle Physics Outreach Group

[Add languages](#)

[Draft](#) [Talk](#) [Read](#) [Edit source](#) [View history](#) [★](#)

From Wikipedia, the free encyclopedia

The **International Particle Physics Outreach Group (IPPOG)** is a network of scientists, communication, educators and science passionate dedicated to developing and promoting particle physics around the world¹.

Activities [edit source]

IPPOG organises and promotes many activities throughout the year. The main project of the organisation is the [International Masterclasses Program - Hands on Particle Physics](#)². This event takes place every year during spring and it's a global event. More than 13.000 students from different countries join the event in order to experience an extraordinary day with real scientists.



References [edit source]

- <http://www.ippog.org> **Ippog**
- <https://physics.mt> Da Wikipedia, l'enciclopedia libera.

L'**International Particle Physics Outreach Group** è un'organizzazione internazionale che si occupa di divulgazione della fisica delle particelle e comprende 40 membri (dato aggiornato a dicembre 2022).

[[Immagine:
Titolo immagine relativa alla seconda sezione.jpg|thumb|Descrizione dell'immagine]]

Storia [modifica | modifica wikitesto]

L'European Particle Physics Outreach Group (EPOG) è stato formato nel 1997 sotto gli auspici congiunti dell'European Committee for Future Accelerators (ECFA) e dell'High Energy Particle Physics Board della European Physical Society (EPS-HEPP). Durante il primo meeting EPPOG, tenutosi nel settembre 1997, l'allora direttore generale del CERN Chris Llewellyn Smith dichiarò che "la comunità della fisica delle particelle ha l'obbligo morale di informare il pubblico sulle proprie attività. Per farlo bene occorre condividere le esperienze tra i Paesi vista la necessità di ottimizzare l'utilizzo delle risorse". La motivazione per la formazione del gruppo era quindi quella di creare un meccanismo per definire le priorità comuni e il processo decisionale collettivo in materia di istruzione e sforzi di sensibilizzazione. Durante il primo incontro, i compiti principali di EPPOG sono stati definiti per includere: fornire un forum per lo scambio di informazioni sulle attività di sensibilizzazione, fare un inventario dei materiali attualmente in uso per la divulgazione della fisica delle particelle, mettere in comune le risorse, identificare i contatti con i media e identificare altri possibili partner che collaborano per rafforzare gli sforzi.

Il gruppo originale comprendeva un delegato per ogni stato membro del CERN, un ulteriore membro del CERN e del DESY, un presidente e



The page can be written only by someone who is not inside the organisation

Questa pagina è stata cancellata. Elenco delle precedenti cancellazioni e spostamenti:

- 14:03, 17 apr 2023 Mastrocom (discussione | contributi) ha cancellato la pagina [ippog](#) ([\(C4\)](#) [Contenuto palesemente non enciclopedico o promozionale](#), [CV](#))





EVENTS





EVENTS

Physics Masterclass for non-scientific CERN personnel

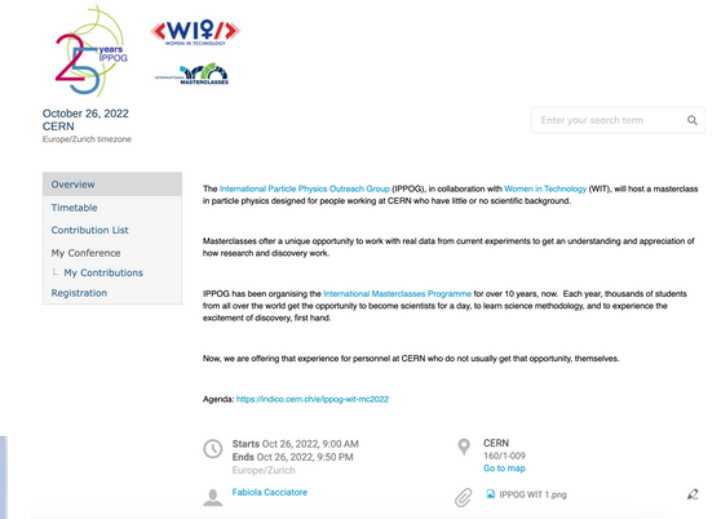
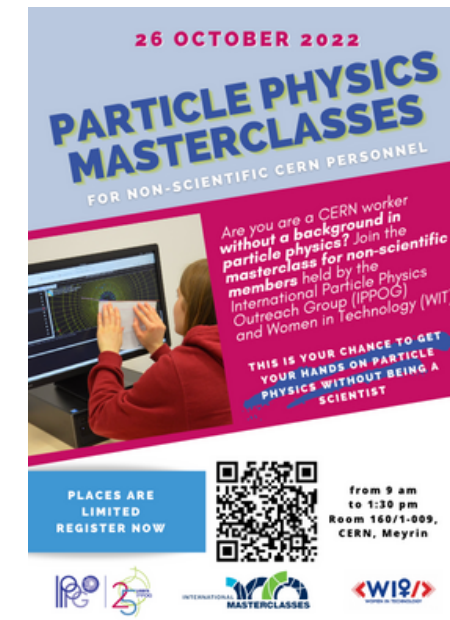
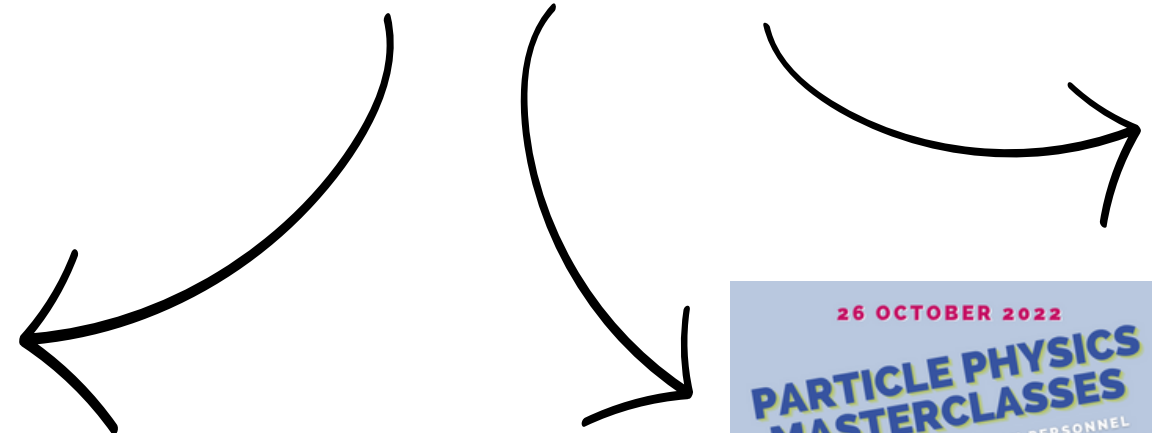
26 October 2022





Collaboration with Women in Technology at CERN (IPPOG partner) 40 subscribers two weeks after publication 32 participants

Advertising





Survey 14 answers

	How did you hear about the event?	How complicated do you think the topics covered were?	If you think there are points on which to improve, what are they? Please don't be shy	Do you think this experience can be useful for the purpose of your work?	Would you recommend the masterclass to your colleagues who don't have a background in particle physics?	Any other comments	What is your field of activity at CERN?
1	Social Media	complicated, but well explained	Only to change a room. People in the front nicely covered some parts of the screen.	Yes	Yes	It was a very good idea. It would be very nice to have more events like this. Maybe details about experiments/accelerators.	Electronic engineering
2	WIT communication	complicated, but well explained	The presentation "Observing Invisible Particles - The ATLAS Z Path" needed more time. I think the good formula for this masterclass is a full day.	Yes	Yes	I've already spoken with colleagues about this great initiative. Some are interesting in attending it! Please organise other sessions.	Executive assistant
3	Friends/colleagues; CERN communication	complicated	Giving a small handout with a definition / illustration of the key words (gluon, quark, proton, electron, positron...). I learned how to identify a gluon but am not sure what that is still.	Yes	Yes	Thank you for transmitting your passion and explaining the basics!	Assistant in an experiment
4	Friends/colleagues	complicated, but well explained	Ce serait super d'expliquer le fonctionnement du trigger des données! D'autre part, j'aurais aimé en savoir plus sur l'analyse automatisée des événements.	No	Yes	Cette Master class était tout simplement géniale, merci pour la grande pédagogie des intervenants!	Survey and alignment for Accelerators (BE-GM)
5	Friends/colleagues	complicated, but well explained	Better or clearer explanation of the analysis task. How there always will be 2 opposite products from the collision.	Yes	Yes		Engineering R&D for HL-LHC alignment
6	CERN communication	complicated, but well explained	Perhaps explain a bit more the way particles interact (or not) with specific parts of the detector. Explain a bit more the mathematical values that we get to use in the hands-on part (P, Pt, angles, D...)	Yes	Yes	This workshop is very exciting and has the right difficulty to discourage none.	Accelerators survey / metrology and alignment
7	Others	complicated, but well explained	Ventilate the room, there were a lot of people!	Yes	Yes	It was amazing! I really enjoyed it!	Computing Engineer
8	Friends/colleagues	complicated	Purpose of the data analysis and how to proceed were not clear enough (to me)	Yes	Yes		Intern - Translation department
9	WIT communication; IPPOG communication	complicated, but well explained	I would maybe include the knowledge transfer. Especially showing where the science of particle physics and technology is used. Outside the CERN, with a focus on the environmental, societal and social issues of our planet and us.	Yes	Yes	Very nice arrangement, applause to the presenters. Would love to see more of it, more classes possibly dedicated to a theme or specific areas.	administrative student, technical documentation
10	WIT communication	complicated, but well explained	N/A	Yes	Yes		Fellow
11	Friends/colleagues	complicated, but well explained	From my point of view, it was well organized.	Yes	Yes		Survey engineer at the alignment of the experimental areas
12	WIT communication	complicated, but well explained	N/A	Yes	Yes	I really enjoyed the practical case part	Administration
13	CERN communication	complicated, but well explained	The explanation of the functionalities of the analytics tool and the characteristics of the different particles was a little bit short.	No	Yes	I really enjoyed this half day of introduction into particle physics, in particular the practical part. Many thanks to the organisers!	Data Protection
14	CERN communication	complicated, but well explained	I would've been very happy with the mentioned whole day of masterclass instead of having half a day, as the topic benefits greatly from more information and I personally would've been very interested in it!	No	Yes	I want to thank everyone who was part of making this event happen, the speakers and moderators were extremely well-spoken and entertaining while being clear and educative!	Linux System Administration, Python Development and DevOps

How did you hear about the event? 1 Social Media - 2 WIT communication - 1 IPPOG communication - 5 Friends/colleagues; 4 CERN communication - 1 Others

How complicated do you think the topics covered? 12 complicated, but well explained - 2 complicated

If you think there are points on which to improve, what are they? Different answers

Do you think this experience can be useful for the purpose of your work? 11 yes - 3 no

Would you recommend the masterclass to your colleagues who don't have a background in particle physics? 14 yes

Any other comments Different answers

What is your field of activity at CERN? 3 engineering - Executive assistant - Assistant in an experiment - Survey and alignment for Accelerators (BE-GM) - Accelerators survey / metrology and alignment - Intern /student - Fellow - Survey engineer at the alignment of the experimental areas - Administration - Data Protection - Linux System Administration, Python Development and DevOps





25th IPPOG Anniversary Symposium

29 October 2022



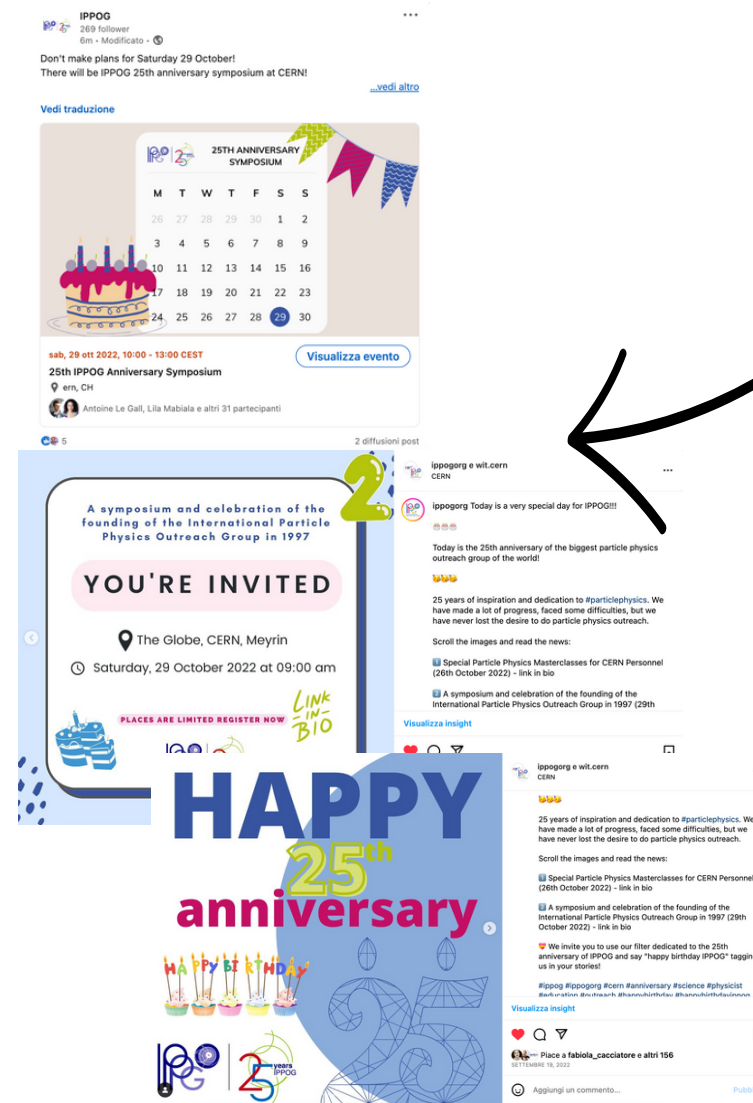
58 participants

the talks told the story of IPPOG in a well-defined storytelling: from childhood to adulthood





Dinner at the restaurant Auberge Comunale de Satigny



IPPOG 25th Anniversary Symposium at CERN!

25th ANNIVERSARY SYMPOSIUM

YOU'RE INVITED

The Globe, CERN, Meyrin

Saturday, 29 October 2022 at 09:00 am

HAPPY 25th anniversary

Advertising








WEBSITE





Authors: Zlatan Vasović

The quantum now: let's celebrate World Quantum Day!

WORLD QUANTUM DAY APRIL 14

Have you ever thought that physics is missing its international day? A new initiative by quantum scientists around the world could just change that—an initiative to celebrate April 14 as World Quantum Day. Its main goal is to promote quantum science and technology around the world.

The importance of quantum has only been growing, and so has the need to promote the understanding and achievements of quantum science. The Nobel Prize in Physics 2022 confirms this—it was awarded to Anton Zeilinger, Alain Aspect, and John F. Clauser for their work on tackling fundamental questions of quantum mechanics. This gives a special occasion to **celebrate the fundamentals of quantum science**, its applications, and its possible impact on our society.

World Quantum Day originally started as a decentralised initiative by scientists around the world. It was launched on April 14, 2021, as the countdown towards the first celebration on April 14, 2022. The date was chosen as a reference to 4.14, the rounded first digits of Planck's constant: 4.13567×10^{-15} eV·s.

The first World Quantum Day was celebrated in 2022 through 200+ events in 40+ countries. The events promoted all domains of quantum science, as well as its history, foundations, applications, and philosophical and societal implications.

Now the second celebration is just around the corner. It's set for April 14, 2023, but the events don't have to be on that exact date. You can find more information on how to engage at <https://worldquantumday.org/>.

Let's celebrate World Quantum Day!

Zlatan Vasović, IAPS Editor-in-Chief

GENERAL PUBLIC

- news/articles also written by external authors
- new activities
- publications strategy
- menu changes for a more friendly user experience
- updated calendar
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- Working Groups
- core team adjustment, members and forum upload





Activities



International Masterclasses



Global Cosmics

Projects and competitions

International

- > Beamline for Schools 2023 (CERN activity)
- > Particles 4U
- > Girls, do physics!

National

- > BEVSPIN 2023
- > 1st Particle Physics Masterclasses in Pakistan
- > Universal Science Festival
- > Music Festival Colours of Ostrava in Czech Republic
- > Music Festival Pohoda in Slovakia
- > Creating Ambassadors for Science in Society

[View all](#)

- news/articles also written by external authors
- **new activities**
- publications strategy
- menu changes for a more friendly user experience
- updated calendar
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- Working Groups
- core team adjustment, members and forum upload



Activities



International Masterclasses



Global Cosmics

Projects and competitions

International

- > Beamline For Schools 2023 (CERN activity)
- > Particles 4U
- > Girls, do physics!

National

- > BEVSPIN 2023
- > 1st Particle Physics Masterclasses in Pakistan
- > Universal Science Festival
- > Music Festival Colours of Ostrava in Czech Republic
- > Music Festival Pohoda in Slovakia
- > Creating Ambassadors for Science in Society

[View all](#)

- news/articles also written by external authors
- **new activities**
- publications strategy
- menu changes
- updates
- ...

Please send us all your activities on behalf of IPPOG so we can advertise them





- news/articles also written by external authors
- new activities
- **publications strategy**
- menu changes for a more friendly user experience
- updated calendar
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- Working Groups
- core team adjustment, members and forum upload

1. ANNAL REPORTS

2. ON BEHALF OF THE COLLABORATION

3. BY FORUM MEMBERS





Calendar

Current & Upcoming Events

25th IPPOG Collaboration meeting
IPPOG Collaboration Meeting in Sofia, Bulgaria

Search:

Type: - Any - Audience: - Any - Start Date: dd.mm.yyyy End Date: dd.mm.yyyy

Apply

WEDNESDAY 23 NOV /22 - WEDNESDAY 12 APR /23
16:00 - 12:00 (Europe/Zurich)
A Beamline For Schools 2023
Event

MONDAY 13 FEB /23 - FRIDAY 31 MAR /23
10:00 - 17:00 (Europe/Zurich)
19th International Masterclasses 2023
Event

TUESDAY 9 MAY /23 - SATURDAY 13 MAY /23
16:00 - 17:00 (Europe/Zurich)
25th IPPOG Collaboration meeting
Event | Sofia Tech Park

Past Events

TUESDAY 22 NOV /22
09:00 - 18:00 (Europe/Zurich)
International Cosmic Day 2022
Event

SATURDAY 29 OCT /22
09:00 - 13:00 (Europe/Zurich)
IPPOG 25th Anniversary
Event | The Globe, CERN

WEDNESDAY 26 OCT /22 - FRIDAY 28 OCT /22
14:00 - 19:00 (Europe/Zurich)
24th International Particle Physics Outreach Group Meeting
Event | CERN

About Resources Activities News Calendar



- news/articles also written by external authors
- new activities
- publications strategy
- **menu changes for a more friendly user experience**
- **updated calendar**
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- Working Groups
- core team ajustement, members and forum upload





The screenshot shows the IPPOG website interface. At the top, there is a navigation menu with links for 'About', 'Resources', 'Activities', 'News', 'Calendar', and 'For IPPOGers'. Below the menu, a search bar is visible. The main content area features two featured resource cards. The first card, dated '02 May, 2023', is titled '3D-printable Quark Puzzle' and includes a photograph of colorful 3D-printed quark puzzle pieces. The second card, also dated '02 May, 2023', is titled '3D-Printable Quadrupole Ion Trap' and includes a photograph of a glowing green ion trap. To the right of these cards is a 'Search the RDB' section with a search bar and several dropdown menus for filtering by 'Topics', 'Type / Category', 'Audience', and 'Language'. Below the search section is a 'LATEST' section with a diagram showing a proton colliding with an atmosphere molecule, producing various particles like pions and neutrons.

- new activities
- news/articles also written by external authors
- publications strategy
- menu changes for a more friendly user experience
- updated calendar
- **RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished**
- adjustment of the pages: IPPOGers, press
- core team adjustment, members and forum upload







FOR IPPOGers

Diversity WG

Mandate

The goal of the Diversity WG is to improve accessibility of material and methods for particle physics education, outreach & communication. It works with existing office and groups to help make particle physics field more accessible

Conveners

Gwenhael De Wasseige
Anja Kranjc Horvat

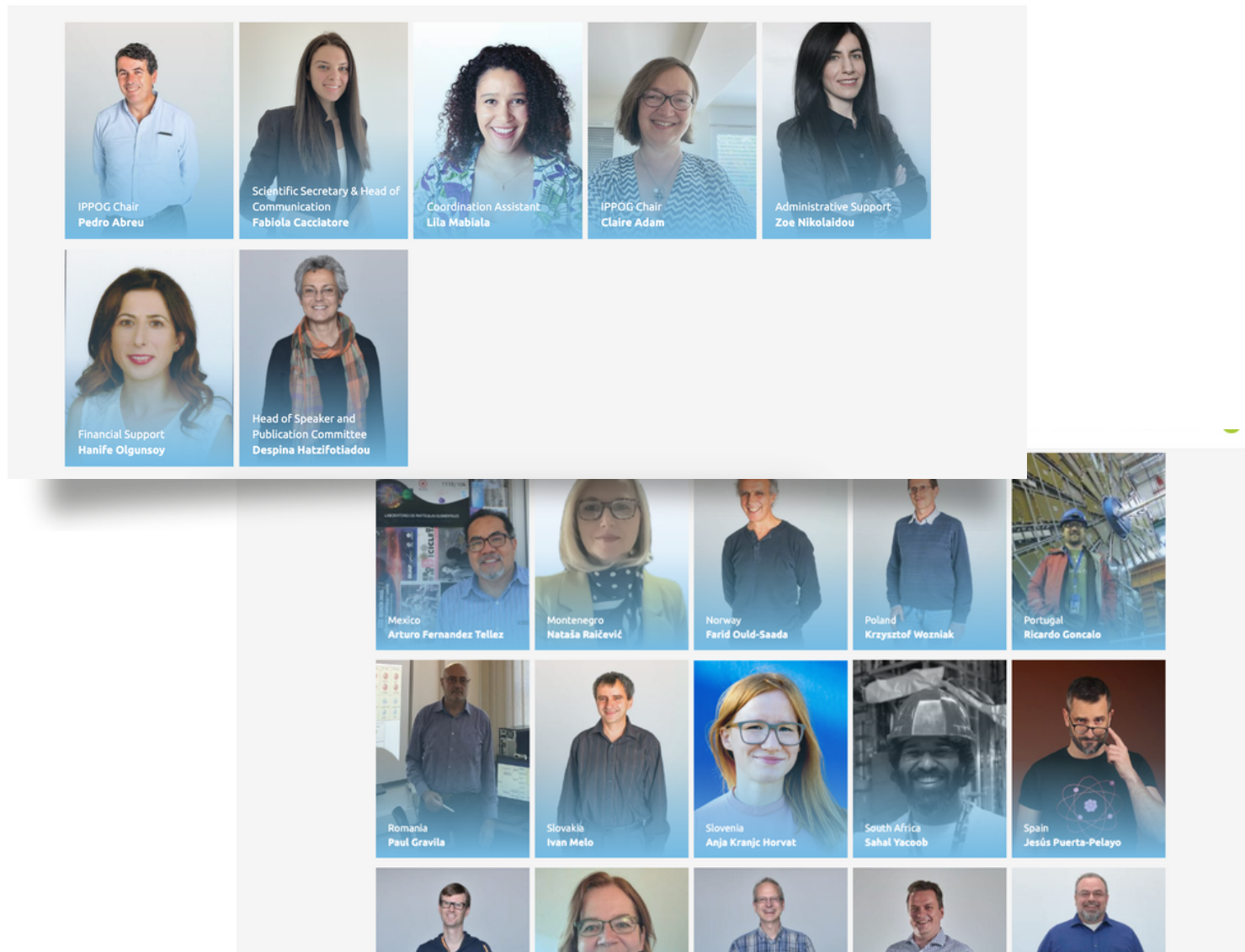
Fabiola Cacciatore
Barbora Bruant Gulejova
Cecilia Collarovo
Steven Goldfarb
Hanife Olgunsoy
Lila Mabilal
Maria Alandes Pradil
Pedro Abreu
Alberto Ruiz Jimeno
Sami Lehti
Zornitsa Zaharieva

Press

DATE	TITLE	MEDIUM	COUNTRY
21/09/2022	IPPOG event: Special particle physics masterclass for CERN personnel	MEDIUM	
29/09/2022	Happy 25th birthday, IPPOG!	MEDIUM	
07/11/2022	IPPOG celebrates 25 years of engagement	MEDIUM	
16/02/2023	UNICAL II Liceo Scientifico Zaleuco alla masterclass sulla fisica delle particelle	MEDIUM	
20/02/2023	Održan međunarodni čas fizike: Podgorički daci gledali eksperiment u CERN-u	MEDIUM	
06/02/2023	«Επιστήμονες για μία ημέρα» διδακτορικό Masterclass για μαθητές από CERN και GSI για τη ζωή της Φυσικής Σπουδών στην Ελλάδα. Ιατρική	MEDIUM	
09/11/2021	INTERNATIONAL COSMIC DAY, ALLA SCOPERTA DEI RAGGI COSMICI A L'AQUILA	MEDIUM	COUNTRY
16/03/2022	ITALY: MILANO TODAY - Gli studenti milanesi alla scoperta dell'acceleratore di particelle al Cnao di Pavia	MEDIUM	COUNTRY

- new activities
- news/articles also written by external authors
- publications strategy
- menu changes for a more friendly user experience
- updated calendar
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- **adjustment of the pages: IPPOGers, press**
- core team ajustement, members and forum upload





- new activities
- news/articles also written by external authors
- publications strategy
- menu changes for a more friendly user experience
- updated calendar
- RDB → dedicated posts on social media will be created as soon as the upload of the first block of resources is finished
- Working Groups
- **core team, members and forum upload**



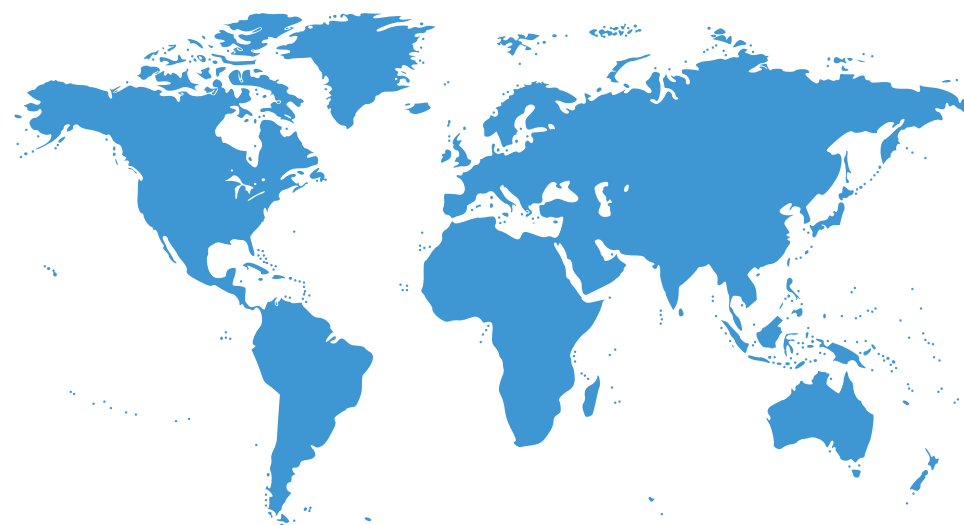


FUTURE

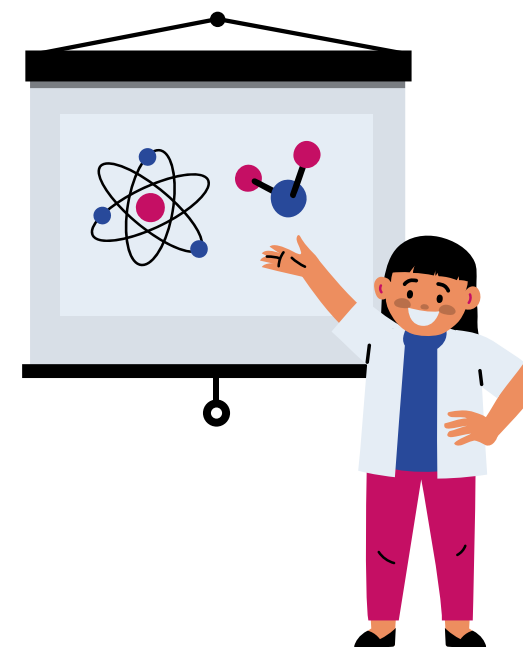




Masterclasses for non-scientific CERN personnel



Reach new countries



Support science project for students

Several working groups have been established in IPPOG in order to develop / expand different activities and work on various deliverables. These are mostly long-standing bodies meeting at least twice a year and reporting at IPPOG meetings. Today IPPOG has following working groups:

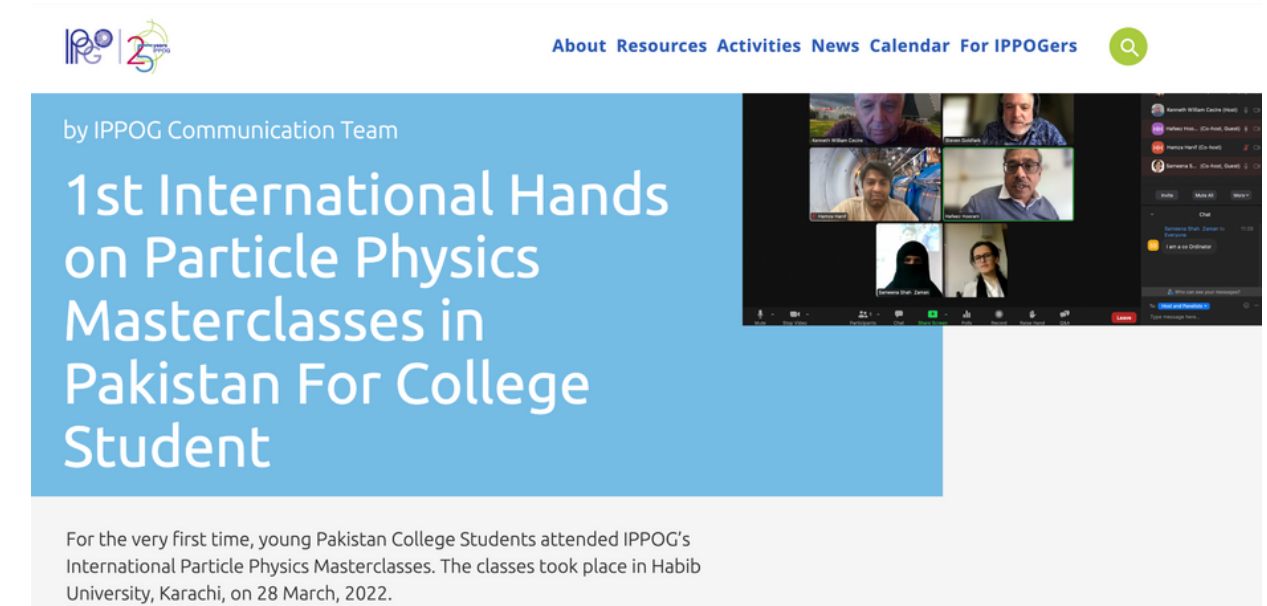
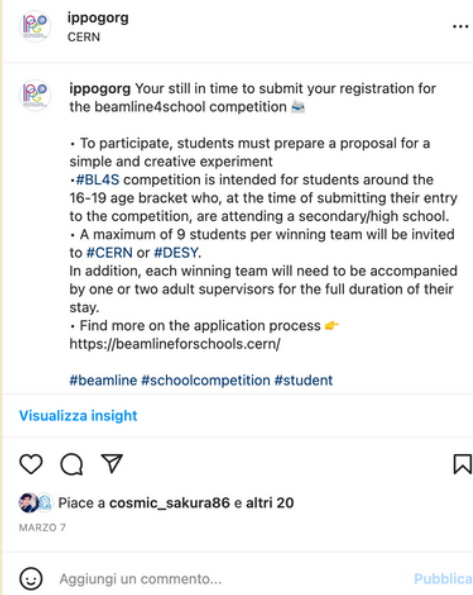
Groups

Explaining Particle Physics to Lay Audiences WG LEARN MORE	Outreach of applications for society LEARN MORE
Exhibits and Public Events LEARN MORE	IMC-to-New-Countries WG LEARN MORE
IPPOG RDB WG LEARN MORE	Diversity WG LEARN MORE

More relevance to the WG



- Beamline for Schools 2023 (CERN activity)
- BCVSPIN 2023
- 1st Particle Physics Masterclasses in Pakistan





ANNUAL REPORT

2021 - 2022



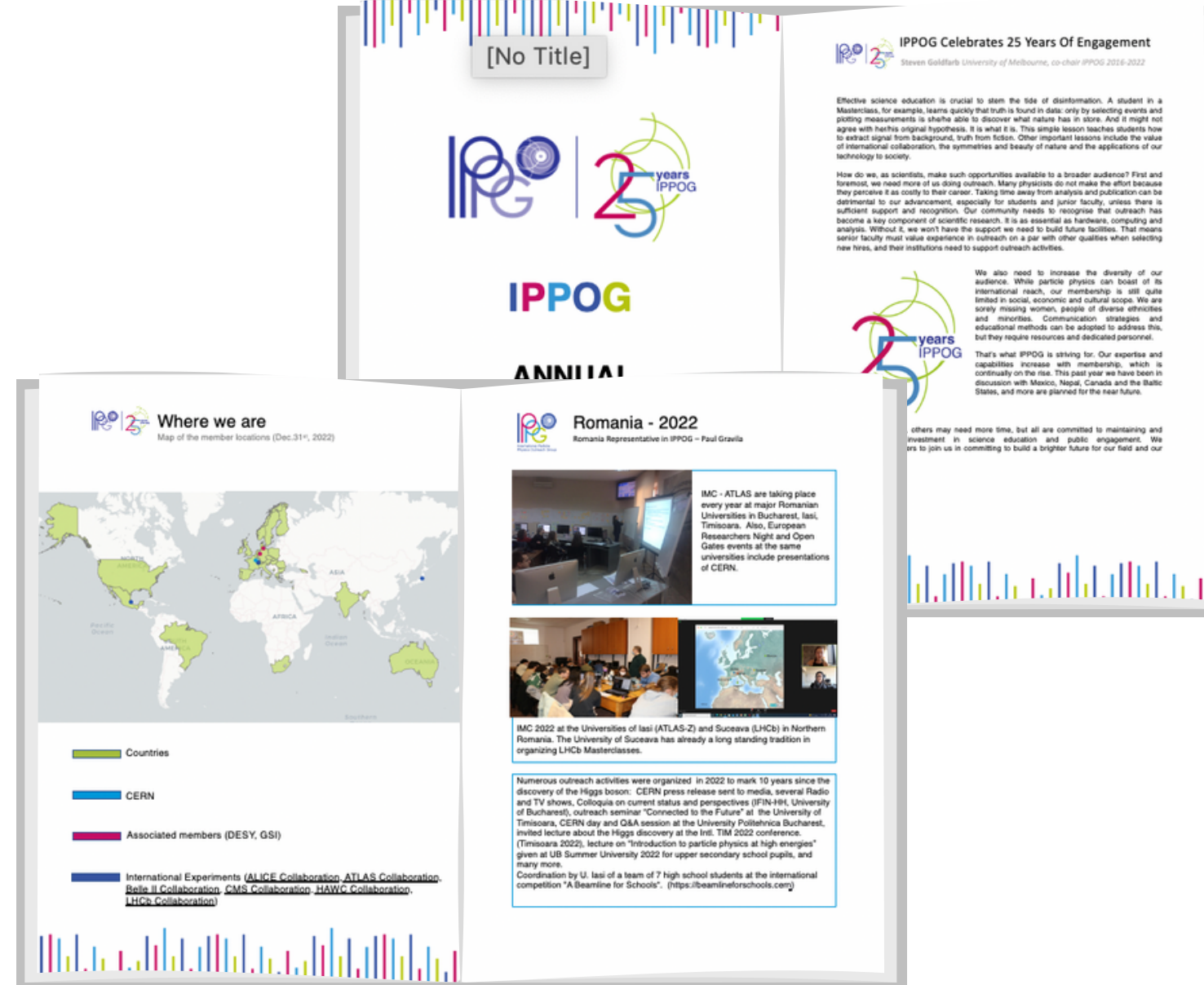


ANNUAL REPORT

2021



2022



Annual Reports possibly ready for the spring meeting





2023

IPPOG Working Groups Fabiola Cacciatore (Scientific Secretary and Head of Communications)

The IPPOG collaboration meets twice a year to share, exchange and expand knowledge on worldwide initiatives in particle physics education and public engagement

In addition to presentations from the members and coordination team, topical panel discussions, and other networking opportunities, the meetings feature reports from established working groups, steering groups and committees.

The **working groups**, which meet during and/or between meetings, focus on various aspects of particle physics outreach, with the goal of improving the effectiveness of current methodology or implementing new ideas.

The **steering groups** address specific IPPOG programmes, focusing on their growth, improvement and evolution.

The committees support the various organisational activities of the collaboration.

In 2022, active groups and committees in IPPOG included:

- Bringing Masterclasses to New Countries Working Group
- Explaining Particle Physics Hot Topics to a Lay Audience Working Group
- Exhibits and Exhibitions Working Group
- Diversity & Inclusion Working Group
- Outreach of Applications for Society Working Group
- International Masterclasses Steering Group
- Global Cosmics Steering Group
- Speakers and Publications Committee

Here we present descriptions and brief summaries of the 2022 activities for a sample of these groups and committees.

Below you will find a report of the activities for two working groups, the report from the two steering groups and the report from the Speakers and Publications Committee.

Diversity & Inclusion Working Group Coordinator: Gwenhael Dewasseige

This working group with a long tradition in IPPOG regularly discusses how to make our scientific activities more diverse, inclusive, and accessible. Two meetings were held in 2022 to better address this issue. The participants of the working groups were: Gwenhael Dewasseige (coordinator), Cecilia Collaruvolo, Fabiola Cacciatore, Steven Goldfarb, Pedro Abreu. During 2022 the Diversity & Inclusion Working Group achieved 2 brilliant milestones:

1. First International Masterclass in Nepal
2. A special Masterclass for non-scientific CERN personnel



Masterclass in Nepal



Masterclass for non-scientific CERN personnel

Working Groups reports





THANK YOU

Fabiola Cacciatore

fabiola.cacciatore@cern.ch

