

Introduction to Outreach Training & Student Project

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Why Outreach training ?

For our field it is important that we **communicate to the general public** what we are doing (and why we are doing it) !

- Outreach as part of your CV is seen as a benefit by many institutes (when hiring)
- Funding agencies insist on Outreach and many provide dedicated funding

It is not just for established physicists

- Students & postdocs play an important role !
- Outreach is **fun**, you get to talk about exiting aspects of your work to the general audience

Outreach means a whole range of activities:

- Acting as guides to visitors (general public, delegations, VIPs, VVIPs)
- Talking in Outreach events (e.g. talks to general public, school kids, etc.)
- Interviews with journalists (newspapers, radio, TV, etc.)

Therefore Outreach training is included in lecture programme since **ESHEP2014**



The 2023 European School of High-Energy Physics

Grenaa, Denmark, 6 – 19 September 2023

Outreach events at this School:



Sunday: Outreach / Media training

- Two training sessions (morning and afternoon)
- Evening (optional) one-on-one practice interviews

Sunday next week: Student Outreach presentations

• Evening session with 1 presentation per Discussion Group

Event 1: Outreach / Media training

Trainers:

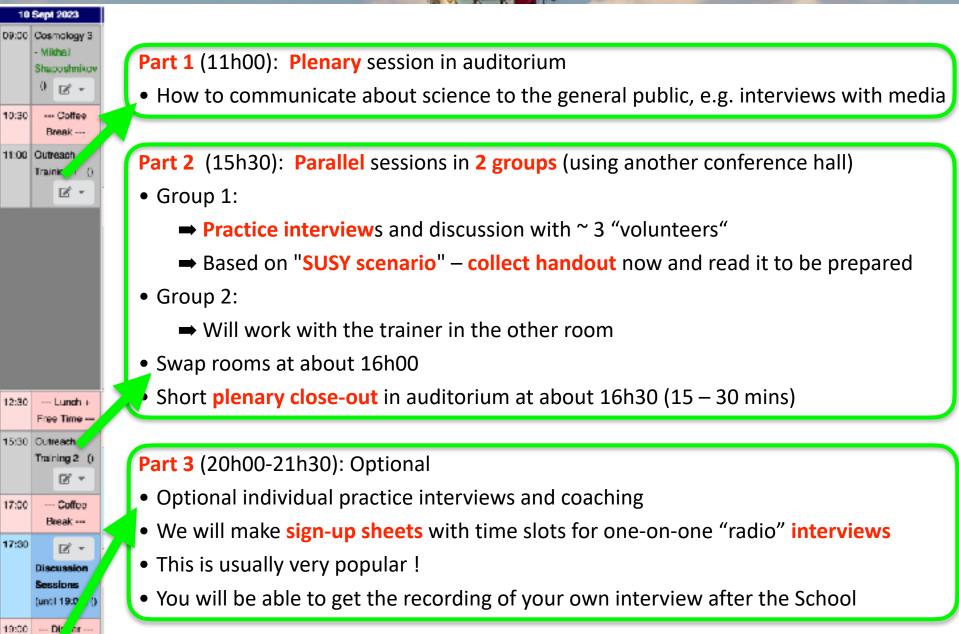
Chris Jameson and Tony Prideaux from the company "Inside Edge"

- Training specialists and contractors with CERN
- Company does general courses and also individual coaching
- Both trainers have a background in BBC TV and radio journalism
- Needless to say that normally their courses would cost a lot...



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Event 2: Student Outreach Presentations

Each (normal) Discussion Group will prepare one outreach presentation

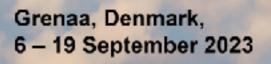
- Each group will be assigned a different **physics subject**
- Select within the given subject which (recent) physics result the presentation shall cover
- Prepare a 7 minutes presentation at a level suitable for a general audience
- You have time until the evening session (after dinner) on Sunday, December 11

Be creative !

- Imagine you are a science journalist giving a **TV presentation**/report
- Imagine you talk to group of VIP visitors coming to CERN
- You can select a single speaker or share the presentation between two or more people
- You can use graphics material, ...

Share the preparation work !

- Full group should be involved, give input and e.g. do rehearsals with the presenter(s)
- You can use some time during the **discussion sessions** to get organised, but most of the work will have to happen in your **free time**



Judging criteria:

1. Content:

the content must be scientifically sound, and well chosen to suit the audience

- Clarity: (critical for effective science communication...) the structure of the talk is important and the audience (judges) should be able to understand the science content
- 3. Connection / inspiration and enthusiasm:

are the presenters able to project their enthusiasm for their science and is the audience (judges) left "inspired"

Use what you learn from the Outreach / Media training !

On Sunday, September 17, each group will do their presentation in the evening, there will be a **small jury** (!)

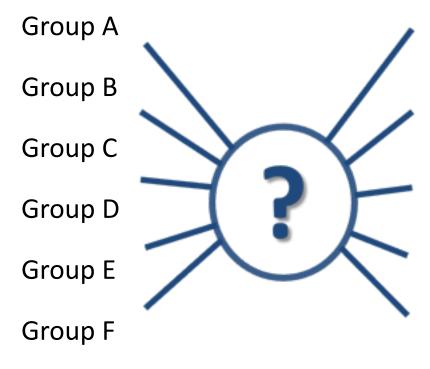
• Jury will provide **feedback** and determine a **winning** presentation

We will **record** the presentations

- After the session, presenters will be asked for their permission to upload their video file onto the public INDICO web pages
- Material may be used e.g. by our CERN Outreach colleagues to show it to high-school students, and alike...

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Hadron spectroscopy and the observation of new states

The Higgs mechanism and the origin of matter

Results on quark gluon plasma

Neutrino flavour physics (CP violation, oscillations, ...)

Electroweak precision measurements (except Higgs)

Searches for new physics (axions and dark matter)

Assignments:

- Group A: The Higgs mechanism and the origin of matter
- Group B: Neutrino flavour physics (CP violation, oscillations, ...)
- Group C: Searches for new physics (axions and dark matter)
- Group D: Electroweak precision measurements (except Higgs)
- Group E: Results on quark gluon plasma
- Group F: Hadron spectroscopy and the observation of new states