

# Presenting to the public and media: some hits and tips

*Friday 19 July 2024 15:45 (15 minutes)*

Outreach to non-HEP audiences is becoming increasingly important and cannot only be done by the few trained professionals in our field. Indeed the authenticity of good outreach relies on active physicists/engineers speaking to external audiences, including students, educators, general public and the media. And although some people are interested in taking part, they are often apprehensive as they fear that talking to non-expert audiences in an effective way is very different from talking to peers. In this brief talk we give some hints and tips that can be the basis of good public outreach, including clear messaging, anecdotes/stories, simplifying plots and customizing the talk for the particular audience. It is crucial to note that many of these skills are also beneficial for talking to audiences within our field!

## Alternate track

### I read the instructions above

Yes

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**Session Classification:** Education and Outreach

**Track Classification:** 15. Education and Outreach