

# The 2024 European School of High-Energy Physics

Peebles, United Kingdom,  
25 September – 8 October 2024

## Today's Outreach training

Outreach means a whole range of activities:

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

Outreach can be fun, you get to talk about exciting aspects of your work to the general audience.

Part of our job, important that we communicate to the general public what we are doing and why we are doing it

- Funding agencies insist on it and provide dedicated funding
- Outreach is seen as part of your CV



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Trainers:

Chris Jameson and Tony Prideaux from  
“Inside Edge”

- Both have a background in **BBC TV and radio journalism**
- Specialist training company used by CERN.



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## Today:

- Two lectures dedicated to Outreach Training.
  - Includes a mock-up radio interview.
- Evening (optional) one-on-one practice interviews.

Please take the handout with the scenario for the radio interview.

Pay attention, after the sessions we will give each group a project connected to the training.

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## Student Outreach Presentations

Each Discussion Group will prepare one outreach presentation

- Each group will be assigned a different physics subject
- Select within the given subject a recent physics result
- Prepare a 7 minute presentation **at a level suitable for a general audience**
- You have time until Sunday evening, October 6

Be creative!

- Imagine you are a science journalist giving a TV presentation/report
- Imagine you are at your old school explaining what you do today
- Imagine you talk to a group of VIP visitors coming to CERN
- ...
- Use whatever tools are available to you

Share the preparation work !

- Full group should be involved, give input and e.g. do rehearsals with the presenter(s)



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There will be a small jury which will ask questions, provide feedback and determine a winning presentation.

## Judging criteria:

### 1) **Content:**

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

### 2) **Clarity:**

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 learned from the Outreach / Media training !

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Group A

Hadron spectroscopy and the observation of new states

Group B

The Higgs mechanism and the origin of matter

Group C

Results on quark gluon plasma

Group D

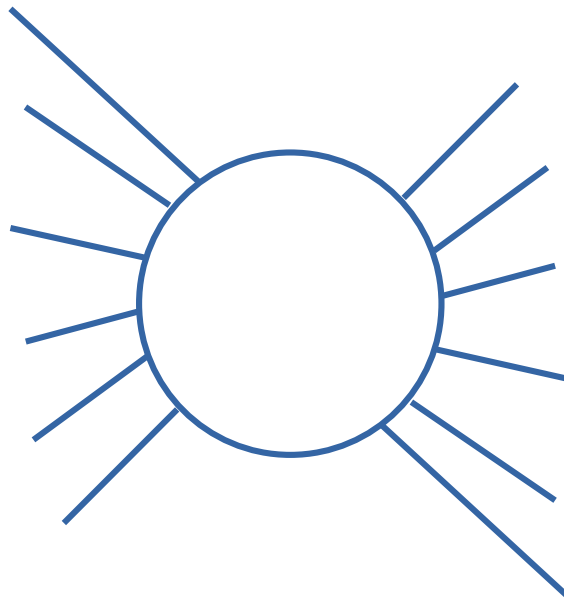
Neutrino flavour physics  
(CP violation, oscillations, ...)

Group E

Electroweak precision measurements  
(except Higgs)

Group F

Searches for new physics  
(axions and dark matter)



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Event will happen on Sunday, October 6, after Dinner.

We will record the presentations.

- After the session, groups will be asked to upload their content and the video file onto the public INDICO web pages.

Enjoy the preparation for the project.