The 2015 European School of High-Energy Physics
Bansko, Bulgaria 2 – 15 September 2015

Student Projects ESHEP2015
&
Outreach training

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Tomorrow:

Monday, 7 September 2015

09:00	Higgs Physics 1 - Francesco Riva (Ecole Polytechnique Federale de Lausanne (CH))
10:30	--- Coffee Break ---
11:00	Outreach Training Part 1
12:30	--- Lunch + Free Time ---
14:00	Outreach Training Part 2
15:30	QCD 4 - Alexander Dimitrov Mitov (University of Cambridge (GB))
17:00	--- Coffee Break ---
17:30	**Discussion Session** (until 18:45)
19:00	--- Dinner ---
20:00	Practise Interviews (optional)

Sunday:

Sunday, 13 September 2015

09:00	Physics beyond the Standard Model 3 - Andrea Wulzer (Universita e INFN, Padova (IT))
10:30	--- Coffee Break ---
11:00	Neutrino Physics 2 - Serguey Petcov (SISSA)
12:30	--- Lunch + Free Time ---
15:30	Cosmology 2 - Andrea De Simone (SISSA)
17:00	--- Coffee Break ---
17:30	**Discussion Session** (until 18:45)
19:00	--- Dinner ---
20:30	**Student Projects** (until 22:30)

Why Outreach training?

- It is becoming increasingly important that we communicate what we are doing to the general public
  - View strongly endorsed by Rolf Heuer and also Victor Matveev
  - More and more funding agencies insist on this, and many provide dedicated funding for Outreach

- It is not just old guys who are involved :-)
- Students & postdocs play a very important role!
- 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.)
- Similar training last year, with generally positive feedback

Programme Outreach Training (tomorrow):

Part 1 (11h00) Plenary Session
- how to communicate about science to the general public, e.g. interviews with media

Part 2 (14h00) Parallel sessions
- Discussion Groups A, B, C in auditorium first
  - Practice interviews and discussion with ~ 3 "volunteers“
  - Based on "SUSY scenario" - collect handout now
- Discussion Groups D, E, F in Discussion Room C first (next to restaurant)
  - Work in small groups
- Swap rooms at about 14h30
- Short plenary close out in auditorium at about 15h00 (15mins)
  - Short break before QCD lecture (15 mins)

Part 3 (20h00)
- Optional individual practice interviews and coaching

Trainers:

Tony Prideaux and Chris Jameson from “Inside Edge”

- Specialist training company used by CERN
- They do general courses and also individual coaching
- If you had to pay for this training it would not be cheap!
- Trainers both have a background in BBC TV journalism

Projects : each Discussion Group

- Prepare an 8-minute "outreach" presentation: about a topic in particle physics, at a level suitable for a general audience (e.g. other guests and staff in the hotel)
- To be presented by one student from your group, on Sunday September 13 during the evening session, after dinner
- The order of the talks will be random
- There will be a small prize for the group with the best presentation, determined by a special jury led by Svejina Dimitrova (Director, Astronomic Observatory and Planetarium, Varna)

Judging criteria:

1. Content: the content must be scientifically correct, and well chosen to suit the audience

2. Clarity: critical for effective science communication… the structure of the talk is important and judges and audience should be able to understand the scientific concept chosen

3. Inspiration and enthusiasm: the audience and judges should be left inspired and enthused about science

Profit from the Outreach & Media training tomorrow!

Further guidelines:

- You can use some time during the discussion sessions to get organized, but most of the work will have to happen during free time
- Work as a team to decide on the theme of the presentation within a general area of particle physics, discuss how to structure the talk, come up with ideas on how to capture the imagination of the audience, select a speaker to represent the group, practice the talk, etc…
- It is a student project: the DL may guide occasionally, but it is up to you as a team to work together and achieve the best results for your group

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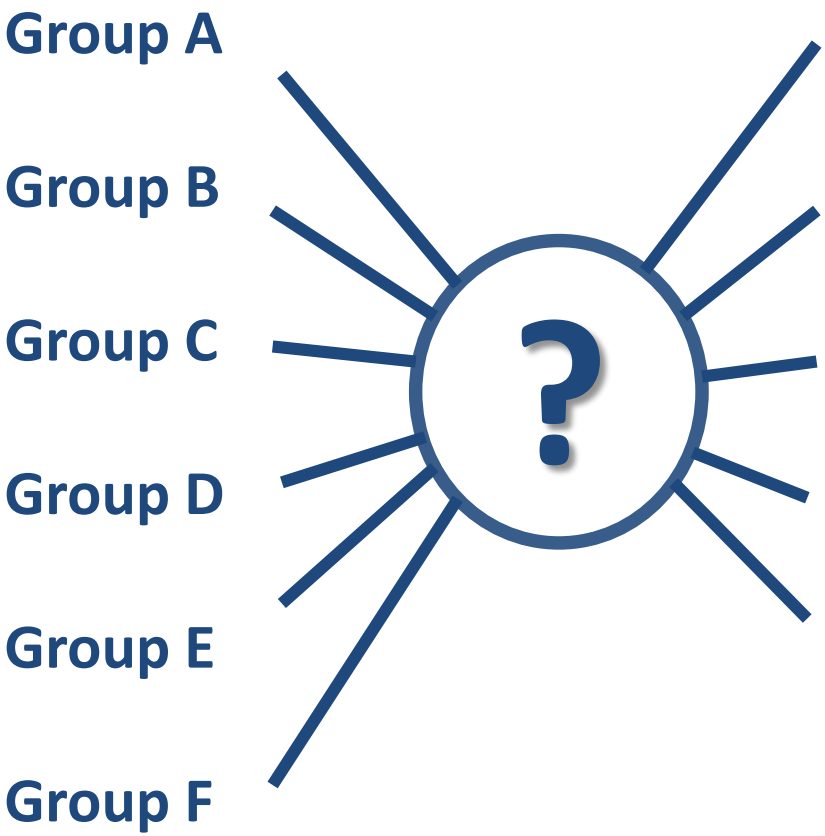

1. Higgs
2. The Standard Model

   EW+QCD (not Higgs)
3. Heavy ion physics
4. Flavour Physics and CPV
5. SUSY
6. Extra dimensions
7. Compositeness
8. Neutrino Physics
9. Dark Matter
10. Cosmology (not Dark matter)