



HEPHY

Institute of High Energy Physics

**Communication and
outreach activities
at EPS-HEP 2015
in Vienna**

Natascha Hörmann

17th EPPCN meeting / Krakau

19th May 2015

Communication



 EUROPEAN PHYSICAL SOCIETY
HEP2015

**EUROPEAN PHYSICAL SOCIETY
CONFERENCE ON HIGH ENERGY PHYSICS**

22 – 29 JULY 2015 – VIENNA, AUSTRIA

- * STANDARD MODEL AND BEYOND
- * ELECTROWEAK SYMMETRY BREAKING
- * NEUTRINO PHYSICS
- * FLAVOUR PHYSICS
- * CP VIOLATION
- * QCD AND HADRONIC PHYSICS
- * HEAVY IONS
- * FUTURE FACILITIES
- * ASTROPARTICLE PHYSICS
- * HIGH ENERGY ASTROPHYSICS
- * COSMOLOGY
- * STRING THEORY
- * NON-PERTURBATIVE FIELD THEORY
- * DETECTORS AND DATA HANDLING
- * ACCELERATOR R&D
- * OUTREACH

eps-hep2015.eu

Before EPS-HEP conference

➤ 2 press releases

- 1st to announce the conference (early June)
- 2nd press release just before the conference starts (July 21)
- National and international distribution of the press releases (CERN, EPPCN members)



➤ press briefing

- together with the 1st press release (early June)
- for the most important national and international media representatives
- dossier for journalists (“Press Kit”) with the most relevant information about the conference in English/German
- 3 physicists (J. Schieck, A. Hoang, A. Rebhan) will give a 15 min. presentation/statement for the journalists explaining the physics at the EPS-HEP conference
- 1 artist (M. Hoch) will hold a 15 min. presentation about the art exhibitions



During EPS-HEP conference (22 – 29 July 2015)

➤ 1-2 press conferences

- 1st in case of a discovery, Th. July 23; decision after reading the abstracts (end June/early July), University of Vienna
- 2nd Mo. July 27, takes place after prize award ceremony and key note LHC talk (about 11:00h), University of Vienna
- National and international media representatives
- Webcast (CERN)
- Local Organizing Committee (LOC) and head of press office



➤ Press releases

- when needed
- decided (end June/early July) and prepared in advance

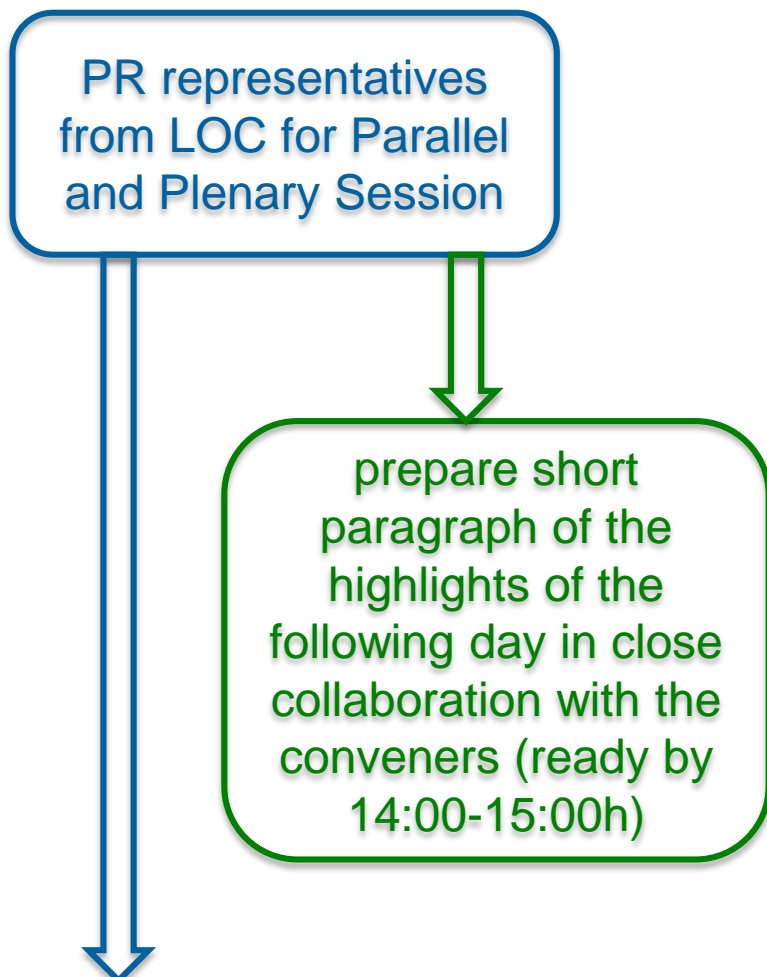


➤ Daily newsletter for press and media

- time: before the first session
- content: expected content of the day
- distribution only digital
- English/German
- also distributed to participants

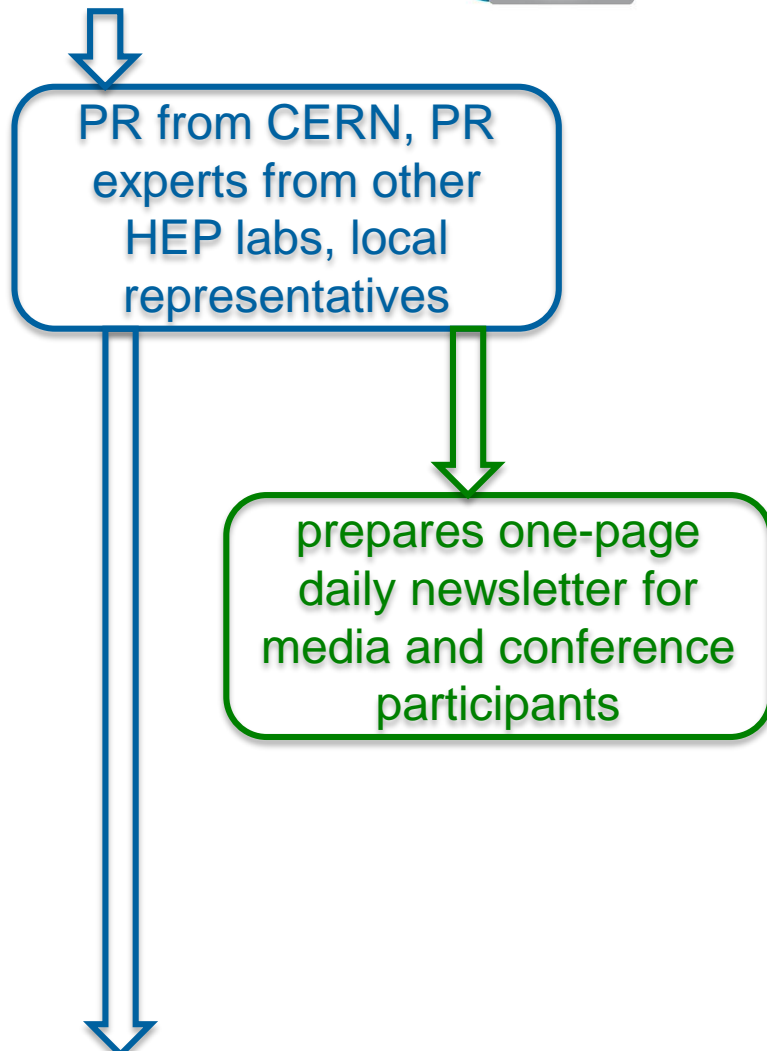


➤ Newsletter - Definition of responsibilities



Topics	PR representatives from LOC
Astro / Cosmo / Gravitation	Timm Wrase Erwin Jericha Josef Pradler
Flavour (incl. Ch. Leptons) / Symmetry	Christoph Schwanda Gerhard Ecker
Higgs / New Physics	Wolfgang Adam Helmut Eberl
QCD and Hadronic Physics	Johann Marton Gerhard Ecker Wolfgang Lucha?
Top / Electroweak physics	Andre Hoang
Education and Outreach	Marko Dragicevic
Detector R&D / data handling	Manfred Kramer
Neutrinos	Erwin Jericha Walter Grimus
Heavy ion physics	Anton Rebhan
Accelerators	Manfred Kramer
Non perturbative field theory and string theorie	Anton Rebhan Timm Wrase

➤ Newsletter

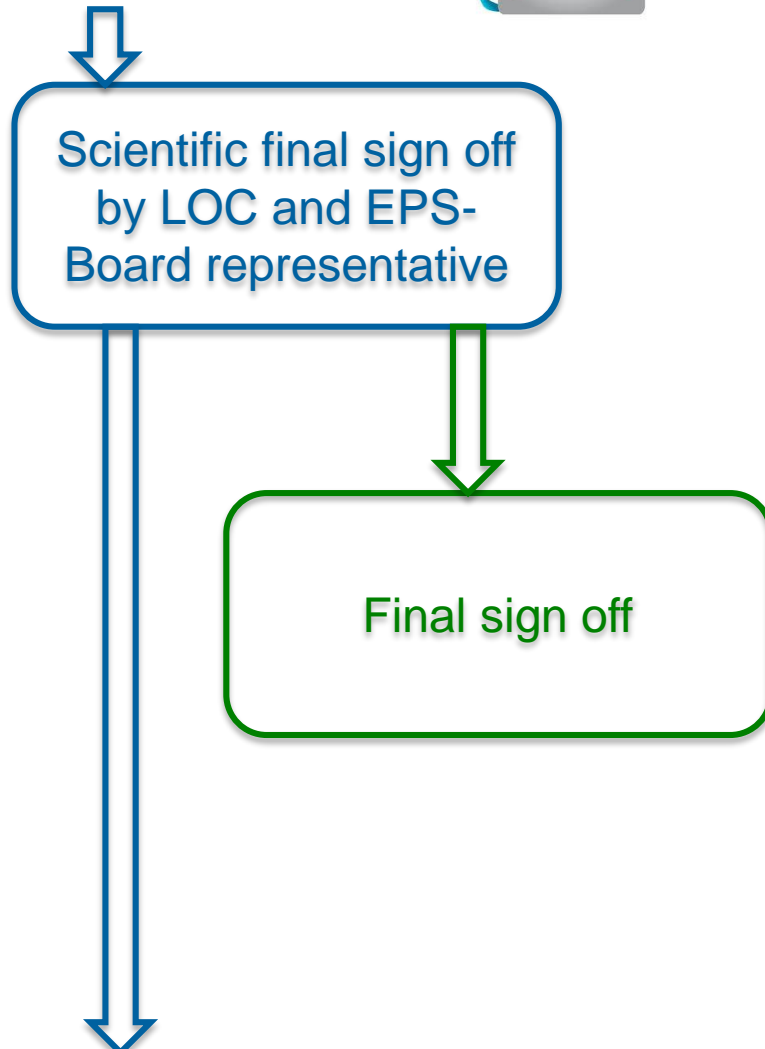


EPS press office

- Claire Adam-Bourdarios
- Abha Eli Phoboo
- + 2 (waiting for acceptance)

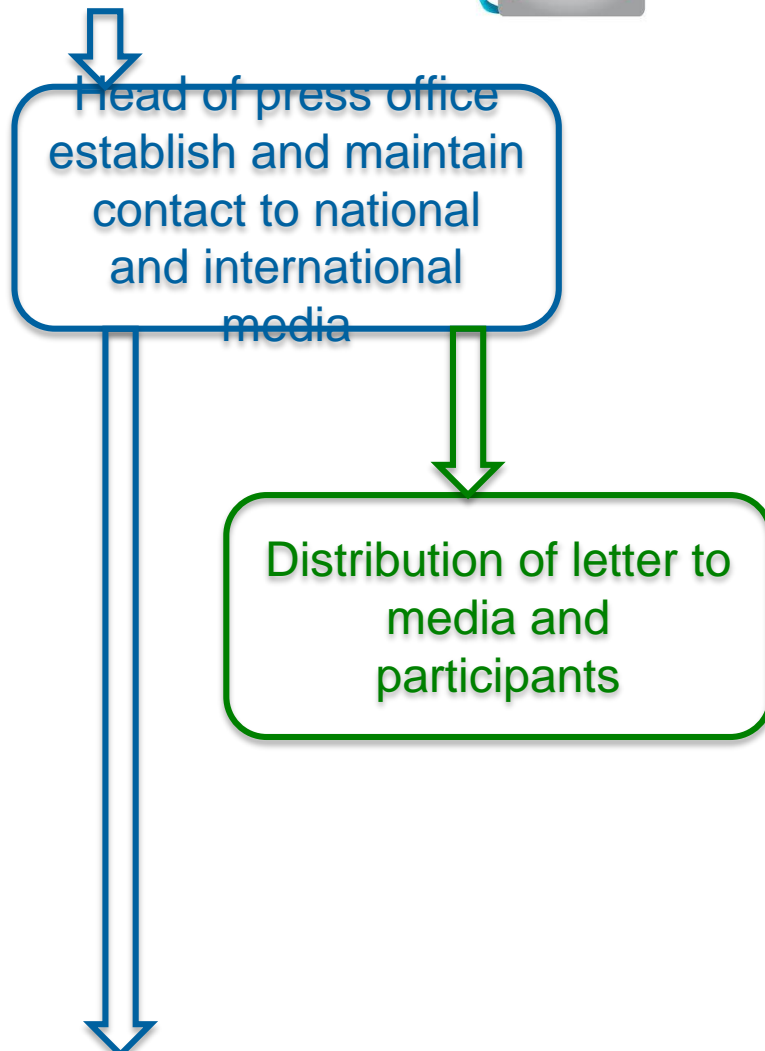
- 7-10 people needed, several more would be required
- **Volunteers from EPPCN members are very welcome;** the newsletter preparation and distribution to media should be in your own interest !

➤ Newsletter



- LOC/EPS-Board
 - Jochen Schieck
 - Thomas Lohse

➤ Newsletter



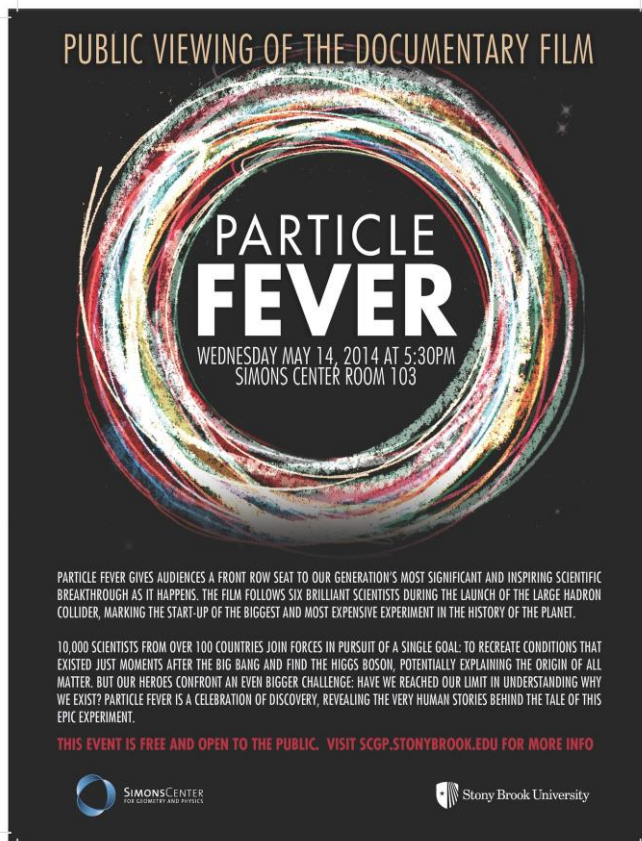
Head of press office

➤ Press office of the University of Technology and/or Academy of Sciences

Outreach activities

Time	Wednesday 22.07.	Thursday 23.07.	Friday 24.07.	Saturday 25.07.	Sunday 26.07.	Monday 27.07.	Tuesday 28.07.	Wednesday 29.07.
08:00								
08:30		Registration	Registration	Registration		Registration	Registration	Registration
09:00		PARALLEL	PARALLEL	PARALLEL	EXCURSION (to be p id) + EXCURSION to Medh...tion	PLENARY	PLENARY	PLENARY
10:00								
11:00								
12:00								
13:00								
14:00								
15:00								
16:00								
17:00	Registration & WELCOME RECEPTION	PARALLEL	PARALLEL	ECFA/ERS- HEP SESSION		PLENARY	PLENARY	PLENARY
18:00		HEURIGER	THEATER	Public Talk (Rolf Heuer)			PLENARY Schoiburn Tour	
19:00								
19:30								
20:00								
21:00					AWARD DINNER	CONCERT	DINNER	
22:00								

OUTREACH programme Uni Campus Altes AKH	
Exhibition "Spurensuche - Die Bausteine der Universums"	
Public Talk	Meet a Physicist
Open Air Cinema "Particle Fever"	Public Talk Meet a Physicist



Open-air cinema „Particle Fever“

- English with German subtitles, July 25, Old AKH (university campus)
- after the movie will be a discussion/question time with David Kaplan and Fabiola Gianotti, moderation Norbert Frischauf



Particle physics exhibition “Spurensuche”

➤ Mo. 20 July - Fr. 31 July 2015, Old AKH (university campus)



PASSIONATE ABOUT



Art exhibitions (22 July - 29 July 2015, University of Vienna)

➤ **Art@CMS exhibition**

- created by professional artists working with CMS scientists (Michael Hoch); variety of media, including painting, sculpture, collage and digital art

➤ **"Woman in Physics in the Palestinian Territories"** of Kate Shaw

➤ **"Passionate about"** of Bree Corn



Public talks + Meet a Physicist

- DG R. Heuer (CERN), July 25, University of Vienna
- Thomas Schreiner, Ulike Mock (MedAustron), “Physics meets Medicine”, July 23, Old AKH (university campus)
- A. Hoang (University of Vienna), July 26, Old AKH (university campus)
- T. Bergauer (HEPHY), “LHC - The World’s Largest Particle Accelerator”, July 30, Old AKH (university campus)



Questions ?