

The 2017 European School of High-Energy Physics

Evora, Portugal, 6 – 19 September 2017

Introduction Student Projects & Outreach

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Outreach-related “Events”

- **Monday:** Outreach / Media training
 - Two training sessions (morning and afternoon)
 - Evening (optional) one-on-one practice interviews
- **Friday:** Outreach Event in Évora
 - Public talk by Fabiola Gianotti + panel discussion
 - In presence of the Portuguese Minister of Science & Higher Education
- **Sunday (next week):** Student Outreach presentations
 - Evening session with 1 presentation per Discussion Group

Why Outreach training?

- It is **becoming increasingly important** that we **communicate** what we are doing to the general public
 - View strongly endorsed by Fabiola Gianotti 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 in previous 3 years, with positive feedback



Outreach/Media Training (tomorrow):

(9h00) Lecture on QCD

(10h30) Coffee break

Part 1 (11h00) Plenary Session in auditorium

- How to communicate about science to the general public, e.g. interviews with media

(12h30) Lunch

(14h00) Lecture on LHC Run-2 highlights and Future prospects

Part 2 (15h30) Parallel sessions in 2 groups (Rooms to be announced)

- Discussion Groups **A, B, C**
 - Practice interviews and discussion with ~ 3 “volunteers”
 - Based on "SUSY scenario" – collect handout now
- Discussion Groups **D, E, F**
 - Work in small groups
- Swap rooms at about 16h00
- Short plenary close-out in auditorium at about 16h30 (15–30 mins)

(17h00) Coffee break, Discussion Sessions, Dinner as usual

Part 3 (20h30-21h30)

- **Optional individual practice interviews** and coaching
 - We will make sign-up sheets with time slots for one-on-one “radio” interviews
 - This was very popular last year
 - Each person will be able to get the recording of their own interview after the School

Trainers:

Chris Jameson and **Tony Prideaux**
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
- To be presented by **one student** from your group, on Sunday September 17 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 **jury** led by **Ana Godinho** (Head of Education, Communications and Outreach group at CERN)
- The presentations **will be recorded** and the videos will be put on our public INDICO web pages along with the material that is projected (Powerpoint, PDF, etc.)
 - Material from last year is being used by Outreach colleagues, e.g. showing it to high-school students

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!
(and from the Outreach event in Evora on Friday)

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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Group A

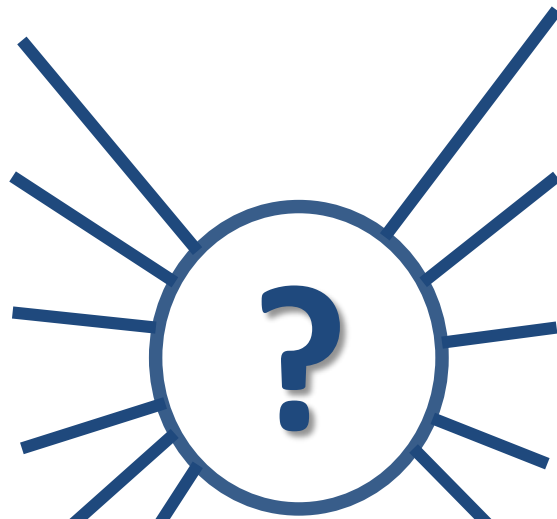
Group B

Group C

Group D

Group E

Group F



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)

Big Public Outreach Event at University of Évora on Friday (organized because of our School)

- Programme
 - 17h30 Reception of the participants (with snack)
 - 18h00 Opening session
 - Speakers include Portuguese Minister of Science and Higher Education
 - 18h15 Lecture “The Higgs particle and our life”
 - Fabiola Gianotti, Director General of CERN
 - 19h00 Round-table debate
 - Fabiola Gianotti, Director General of CERN
 - Victor Matveev, Director of JINR
 - Gaspar Barreira, Director of LIP
 - 19h30 Q&A with questions from the public
- You are encouraged to attend, but it is optional
- Afternoon programme at the School starts earlier on Friday (see next slide)

School programme on Friday afternoon

- 14h00-15h30 Lecture
- 15h30-16h00 Coffee break
- 16h00-17h15 Discussion session

- 17h15 Departure of bus to Évora
 - For those joining Outreach Event
- 20h30 Departure of bus from Évora
 - For those joining Outreach Event

- 17h15-19h30 Free time at hotel for those not joining Outreach Event

- 19h30-21h30 Dinner at hotel

Sign up to attend the Outreach Event

- We need to know the numbers of participants
 - Buses
 - Seats in the auditorium
- Please would everybody indicate on the sign-up sheet if they will or will not attend
 - Please do it by the end of the coffee break this afternoon!