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# Objectives

- Enthuse the public and potential future students about dark matter research
- Showcase the UK's leading role in the international search for dark matter
- Develop a bank of materials to further communicate dark matter research





# Audience

- **BEIS and wider government** whose focus is on the UK as a world leader in a post-brexite setting
- **The general public** who see dark matter as something mysterious. We can build on this excitement.
- **8-13 year olds** many of whom lose interest in science during this period – target directly and through **parents and teachers**
- **PhD students**



# So far...

Website: [www.darkmatterday.com](http://www.darkmatterday.com)

## WHAT IS DARK MATTER DAY?

On and around October 31, 2017, the world will celebrate the historic hunt for the unseen—something that scientists refer to as dark matter. Local events planned by institutions and individuals around the planet will engage the public in discussions about what we know about dark matter, and about the many present and planned experiments that seek to solve its mysteries.

October  
31

[Learn More](#)[How Do I Get Involved?](#)

DON'T BE  
AFRAID OF  
THE DARK



# www.darkmatterday.com



## FIND A DARK MATTER DAY EVENT NEAR YOU

Let us notify you about upcoming Dark Matter Day events in your area.

📍 Find an Event Near You



## So far...

- **Parliament event with live Boulby link-up**
- **Display at 1 Victoria Street**
- **Schools package including art competition and live Boulby link-up**
- **Events at Daresbury, RAL and ATC**



# In the planning

## What is dark matter?



- Video explainer
- Animated overview
- General and halloween -focused articles
- Dark matter gallery
- On the Buses!

# Underway/review

- Symposium
- Media coverage – e.g. The One Show, The Today programme
- The big reveal – e.g. ‘chasing the dark’, celebrity, artwork
- Map of events/activity
- UK wording on website
- Profile pieces/team science
- Infographics
- Regular promotion – new ideas





# Questions?

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