

YOUR CHALLENGE

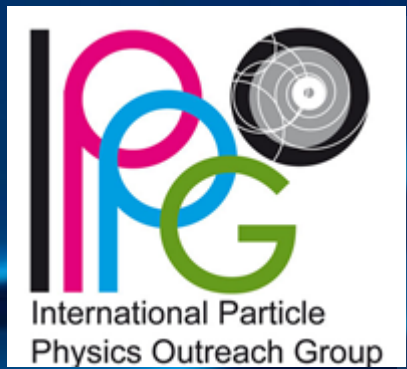
“Classroom to Boardroom”

Become Ambassadors of Science in Society!

IPPOG wants you to increase visibility of importance of
Particle Physics for society!

Help us to communicate it and multiply the impact of our efforts!

Become passionate about particle physics!
You can make a Difference!



- IPPOG aims to explore new paths to engage citizens – especially the young
- only a fraction of young students will become scientists
- We need all to become ambassadors for the scientific method and evidence-based decision-making.

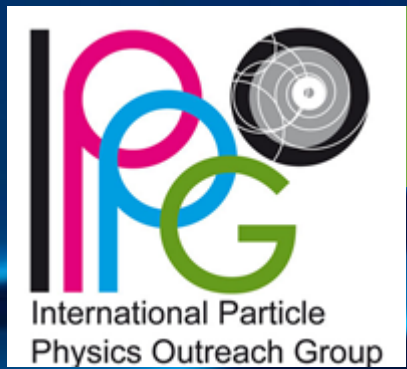
WHAT WE NEED

- IPPOG was established since 20 years, first as European network, and basically group of friends, physicists passionate about outreach of particle physics
- In 2016 IPPOG became an international formal scientific collaboration based on a memorandum of understanding, with first budget, clear vision and commitments

**IPPOG is now in its new era and needs
new branding and marketing of its outreach services**

PROPOSED TASKS

- ❖ Revise existing IPPOG activities and branding
 - use ippog.org, this presentation, materials on <https://indico.cern.ch/event/736469/>
- ❖ Prepare **FULL MARKETING PLAN for IPPOG with different objectives / audiences:**
 - education engagement strategy to increase the number of young people taking-up STEM subjects and careers
 - engaging campaign for schools to excite and educate young people about important role of science / particle physics in the world! (for those who wont become physicists 😊)
 - marketing plan to improve engagement of teachers and use of extra-curriculum activities/programmes in particle physics designed by CERN and IPPOG (how to include these programs to IB)
 - prepare a fundraising strategy, which engages big businesses (or even funding agencies, foundations) to consider supporting our work (impact investing)



EXISTING IPPOG MARKETING

NEW DESIGN and EFFORTS NEEDED TO MAKE IT EFFICIENT

- WEBSITE (<http://ippog.org/>)
- NEWSLETTERS (<http://ippog.org/news>)
- SOCIAL MEDIA (<https://www.facebook.com/IPPOG/> and <https://twitter.com/ippogorg>)
- Network of our members (http://ippog.org/ippog_membership)
- IPPOG friends e-group (teachers participating at HST program at CERN)

see IPPOG Newsletter 4

http://ippog.web.cern.ch/sites/ippog.web.cern.ch/files/IPPOG_newsletter_July_2017.pdf