



International Particle
Physics Outreach Group

16th IPPOG Meeting – Sponsored Activity Report

Universal Science – CHEP 2018

S. Goldfarb, *University of Melbourne*

5 Oct 2018



Universal Science

08 Jul 2018 19:00

Presentation hall "V parka"

Universal Science is organized as part of the [23rd International Conference on Computing in High Energy and Nuclear Physics](#).

Universal Science

With the support of:



Andreas Salzburger



Lee Bitsó



Hannah Short

Agenda

- 18:00 - Doors
- 18:30 - VR demos
- 19:00 - Our quest to understand the world: from Newton to Higgs
- 19:20 - Diversity: An Evolving Interdependent Ecosystem
- 19:40 - Global computing at the heart of universal science
- 20:00 - Break + VR demos
- 20:30 - Q&A and panel discussion
- 21:30 - Mixer

Universal Science

Organisation & Sponsorship

- CHEP Motivation
 - Engagement with local audience and conference participants
 - Exhibition of Particle Physics Computing Outreach tools and activities
- CHEP Organising Committee requested support for
 - Venue costs
 - Audio/Video Equipment
 - Publicity
 - Speaker Costs (Travel)
- Support provided by
 - Local Organisation: RATIO, CHEP, VRLAB
 - Partners: IPPOG, CERN, BNL, ATLAS, BELLE II
- IPPOG provided 1,000 € (around 10% of total)

IPPOG Motivation

Support for Advancements in Particle Physics Outreach

- New methods for reaching new audiences
- Expanding our scope from school to general public
- Expanding methods and messages to include computing

Recognition for IPPOG

- Among Public
- Among Particle Physics Colleagues

The Event

Achievements

- Full House (Booked quickly)
- Expanded to Facebook Live
- Extended Q&A by Request
- Recognition by colleagues & public



Conclusions

Natural for IPPOG to Sponsor/Organise Public Events at Conferences

- Continues/Expands existence of these events
- Broadens our reach to general public
- Communicates IPPOG name, goals to Public & Colleagues

Importance of Partnerships

- Conference Organising Team
- Local Organisations
- Experiments & Labs

Propose to include a line item in 2019 budget (2 k€)