



2022

The European School of High-Energy Physics

Israel, Nov 30 - Dec 13 2022

Introduction to Student Outreach Presentations

Markus Elsing (CERN)

Last week: Outreach / Media training



Chris Jameson and **Tony Prideaux** from the company “**Inside Edge**”

Tonight: Outreach style presentations

- Prepared at this School as a collaborative **group project** (during the limited “free” time)
- **One presentation** per student discussion group
- The **order** of the presentations will be **random**
- Maximum time per talk is **7 minutes**
- "general public" and jury can ask **questions** (max **3 minutes**)

As said before, we will **record** the presentations

- After the session, presenters will be asked for their **permission** to **upload their video** file onto the public **INDICO** web pages
- Material from previous years has been used in science communication events (e.g. for showing to high-school students)

A special welcome to the jury:

- **Dana Bernstein** (Weizmann Institute of Science) - Chair
- **Guy Wilkinson** (University of Oxford)
- **Yossi Nir** (Weizmann Institute of Science)

They will provide feedback and determine a winning presentation

Dana Bernstein

Dana Bernstein is an experienced media relations executive, with a proven track record in strategic communication and public relations for large international organizations.

After **graduating with a BA in computer science** from IDC Herzliya in 2003, Ms. Bernstein worked for the United Nations' Department of Public Information as a public **information officer in the Outreach Division at the UN's NYC Headquarters**. In 2006 she moved to the **Office of the Spokesperson for the Secretary General of the UN**, where she worked during the term of two SGs, Kofi Annan and Ban Ki-Moon. Upon her return to Israel in 2008, Ms. Bernstein worked as the spokesperson and head of the **public relations department at IDC Herzliya**.

In 2012, Ms. Bernstein was appointed as **Head of Communications for the British Embassy in Israel**. In this capacity, she was responsible for communicating UK policy objectives to the Israeli media and public, generating a media profile for the UK and its Ambassador across multiple media channels, and promoting Embassy activities. For her excellent service, she was selected by the UK Foreign Office to participate in its prestigious Global Leadership Development Program.

Ms. Bernstein joined the **Weizmann Institute of Science as Spokesperson and Head of Communications** in September 2020. In this capacity, she also serves as the Head of the Department of Communications.

Judging criteria:

1. **Content:**

the content must be scientifically sound, and well chosen to suit the audience

2. **Clarity:** (critical for effective science communication...)

the structure of the talk is important and the audience (judges) should be able to understand the science content

3. **Connection / inspiration and enthusiasm:**

are the presenters able to project their enthusiasm for their science and is the audience (judges) left "inspired"

The topics

Group A: **W mass** measurement

Group B: **$H \rightarrow \mu\mu$** and the Higgs mechanism as the origin of fermion masses

Group C: First image of **Sagittarius A*** by the Event Horizon Telescope

Group D: Evidence for **flavour anomalies** in B decays

Group E: **muon g-2**

Programme

After the introduction:

- Talks 1 to 5, in random order (!)

For each talk:

- Presentation (**7 minutes**)
- Questions (maximum **3 minutes**)

Deliberations of the **jury** (15 minutes)

Feedback from the jury and **decision** (10 minutes)