

# Outreach if you are not CERN

A university or a local lab does not of course have the resources of an international facility like CERN; however some of the activities in the above examples can be adapted to smaller realities.

Possible goals:

- Attract students
- Create media interest
- Reach politicians/decision makers
- Educate the general public
- ...all of the above

# Students: open days



- Widely used by US/UK universities
- Free access to campus for potential students
- Institutes have specific information centres, open labs, etc.
- Big organisational effort
- Does not target any specific discipline

# Students: presentations in schools

- Targets a specific topic
- Can be requested, or proposed
- Usually receive requests after specific visits to the lab, if they like the speaker
- Many students reached, not all of them interested
- May require some funding (travel, etc.)
- Can organise masterclasses





# The media

Media are interested by events, announcements, rather than by the daily research activities

Can piggy-back from external events, discoveries, providing local expertise (especially if local involvement)



Conference organisation (especially with foreign guests); foresee a “general public” talk by a known speaker





# Policymakers

- Again, attracted by big events (possibly, with large public)
- On a university level: opening/closing of academic year, graduations
- Lab visits
  - Inauguration of a new lab
  - Starting a partnership with local business
  - Discussions with students/faculty



# General public

- Harness the power of the internet!
- Running an outreach website, a facebook or twitter accounts are quite cheap, but you need people to follow them...
- Start advertising them within the students, or at conferences, during public events.
- Have content updated on a regular basis; no need for big things, but avoid the impression that “nobody is there”



..... good luck!