

# Department of Physics

Particle Physics

The Denys Wilkinson Building, Keble Road, Oxford OX1 3RH



## **Experimental Particle Physics Seminar**

**at 2.15 pm**

**Dennis Sciama Lecture Theatre**

**Tuesday 7<sup>th</sup> November 2017**

**Dr Michael Hoch  
CERN**

### **Science communication for LHC via international engagement and networking with non-scientific professionals**

#### **Abstract**

Today the scientific community particular in particle physics, is making a significant effort to engage with a wide range of audiences, recognising the need not only to lobby support but also the duty to inform and educate, especially the future generation of scientists. This seminar presents a novel, EPS award winning, science communication and education programme, which is based on an interdisciplinary sciArt methodology. Officially starting at CERN in 2012, it has been proven to be very effective and successful, attracting worldwide contributions from a large diversity of professional partners, illustrating how this approach can be leveraged to reach a wide public, many of whom would not normally be touched by standard communication methods. Examples of a range of successful activities – sciArt exhibitions, educational workshops, etc. – undertaken in collaboration with the science community, art institutions or educational professionals will be given. The actual and potential reach of this approach will be presented and evidence of its impact will be illustrated using assessment provided by participants.

Future enhancements and the potential for development and extension will be discussed.