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# *How and Why Scientists do Outreach*

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# Plan

- My Journey in Science and Outreach
  - How I started to do outreach
  - Types of possible events
- The Benefits of Outreach
  - For the public
  - For the science
  - For the scientist

# *My Journey in Science and Outreach*

## *1. Callista*

Bachelor @

**EPFL**



# My Journey in Science and Outreach

## 1. Callista

→ First contact with outreach



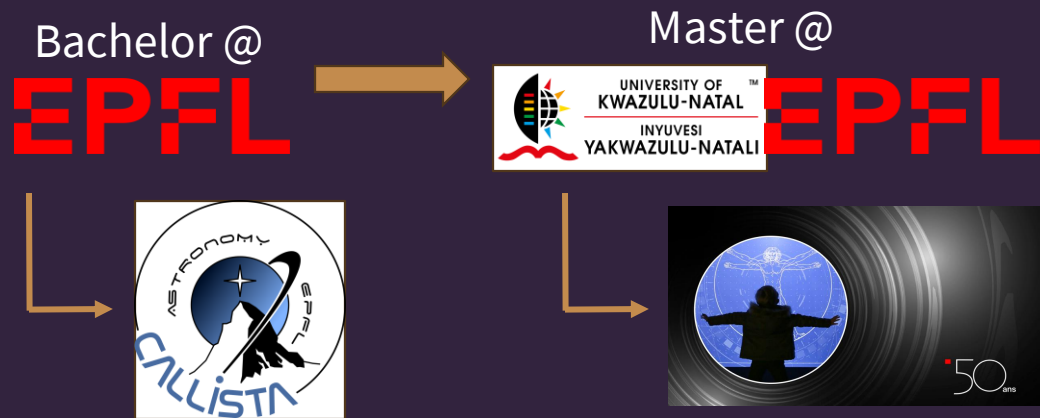
Observations, conferences, public events, ...



From Students to Students

# My Journey in Science and Outreach

## 2. Master Thesis



# *My Journey in Science and Outreach*

## *2. Master Thesis*

→ First opportunity to talk about the science I am doing



→ From University to Families

# My Journey in Science and Outreach

## 3. Astronomy on Tap

Bachelor @  
**EPFL**



Master @



**EPFL**



2 Years @



# *My Journey in Science and Outreach*

## *3. Astronomy on Tap*

→ My first "conference" to the public



From Scientist to Teenagers / Adults



# My Journey in Science and Outreach

## 4. Early Career Scientist



# *My Journey in Science and Outreach*

## *4. Early Career Scientist*

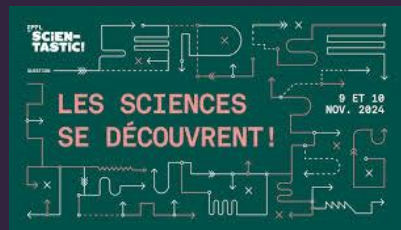
→ As a PhD Student now, I talk about my research to the grand public



→ From University to Grand Public



→ From University to Families



→ From University to Families

# My Journey in Science and Outreach

## 4. Early Career Scientist

→ As a PhD Student now, I talk about my research to the grand public



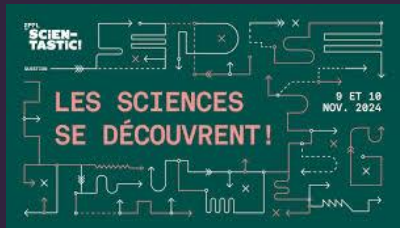
From University to Grand Public



Not in the context of a scientific event !



From University to Families



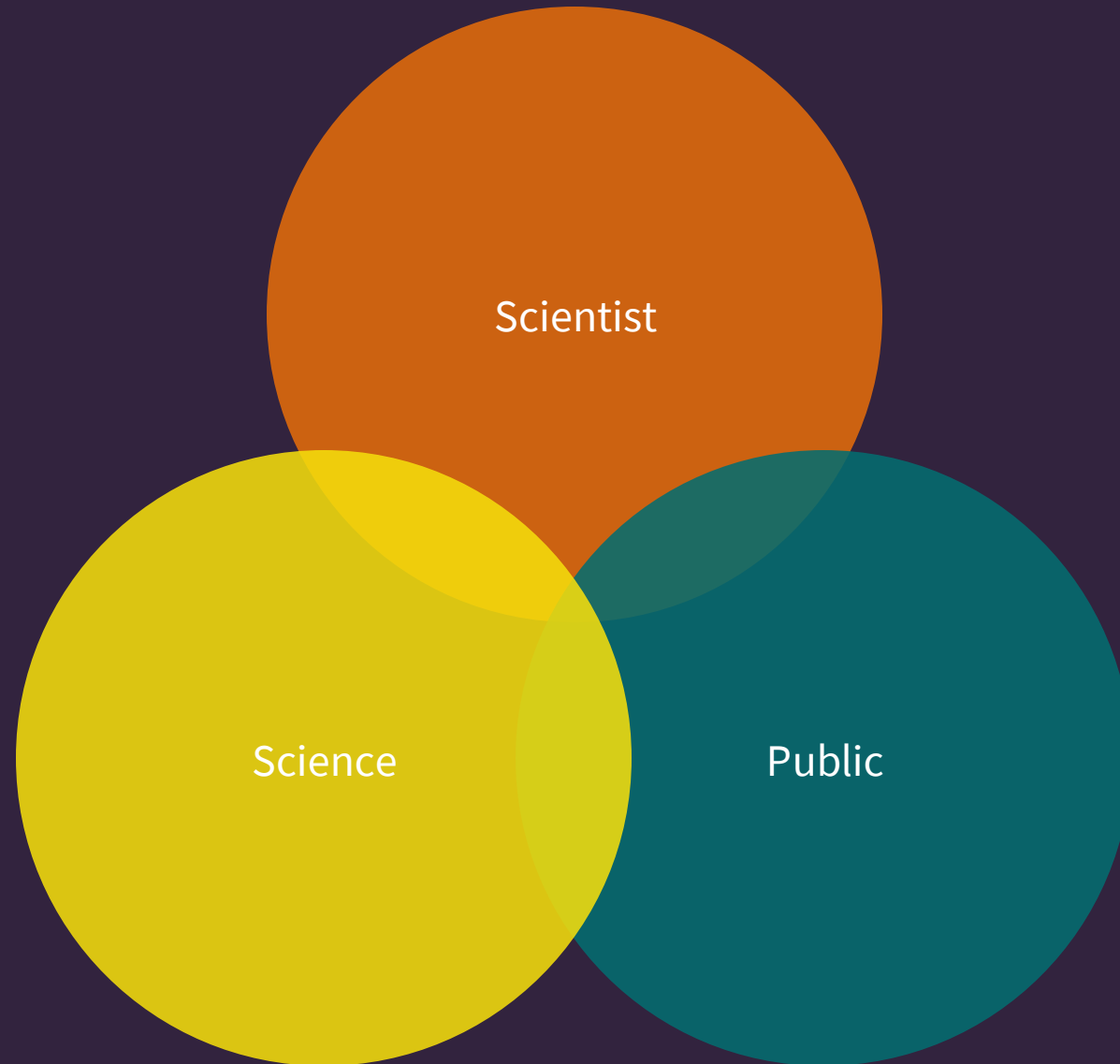
From University to Families

# *My Journey in Science and Outreach*

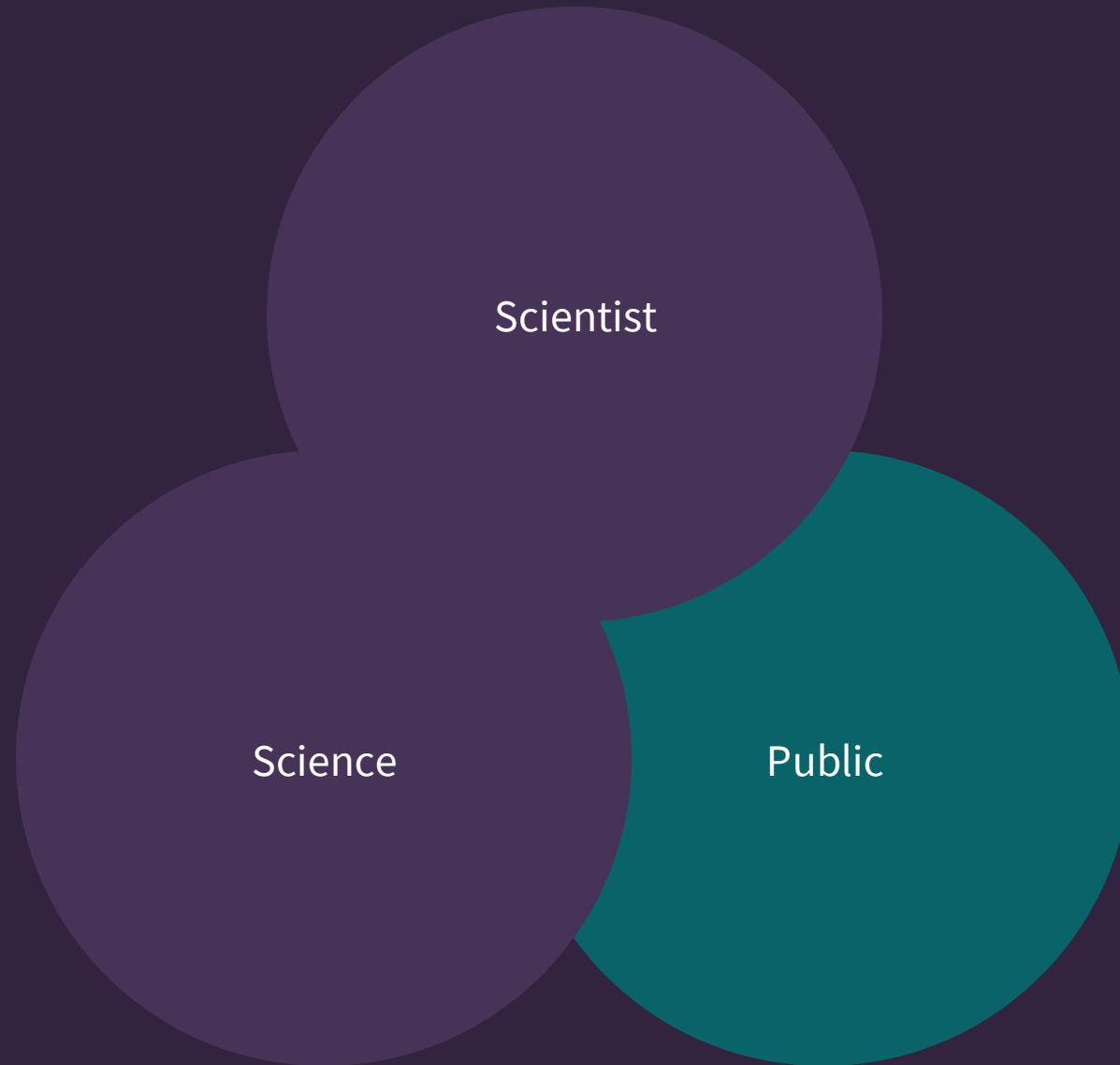
## *5. Resumee*

- Astronomy event to introduce astrophysics to families / students
  - You move to reach people
- Open days from universities or laboratories for families
  - People come to you
- Conference in bars to discuss directly with teenagers / adults
  - You and People come together in a neutral place
- Outreach in geek festivals to connect science with science-fiction to the grand public
  - You go to a place where you are not really expected

# *The Benefits of Outreach*



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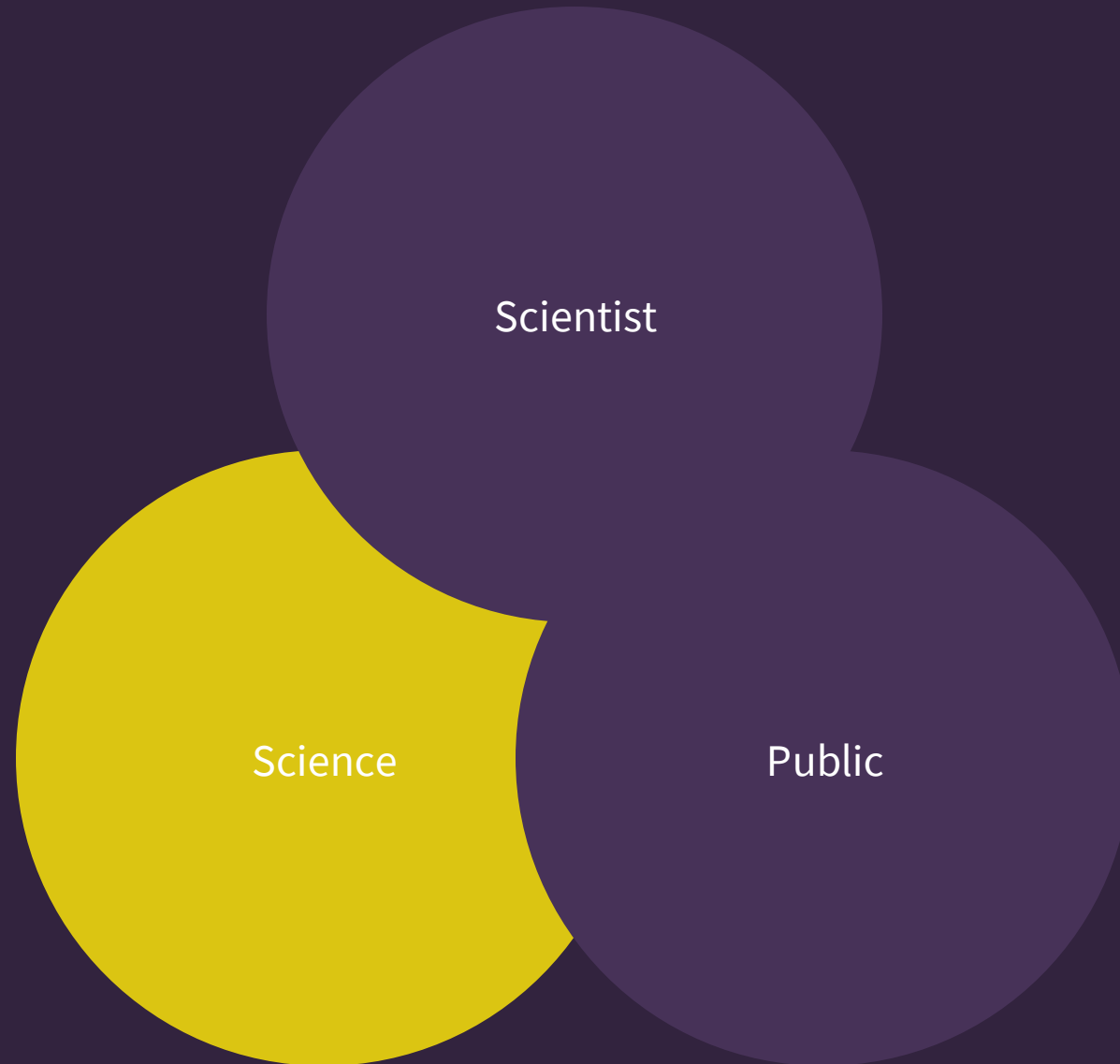
## *1. The Public*



Public

- Learn about science !
- Children can have a better idea of what they can do later
- Bring questions to the public
- Have fun !

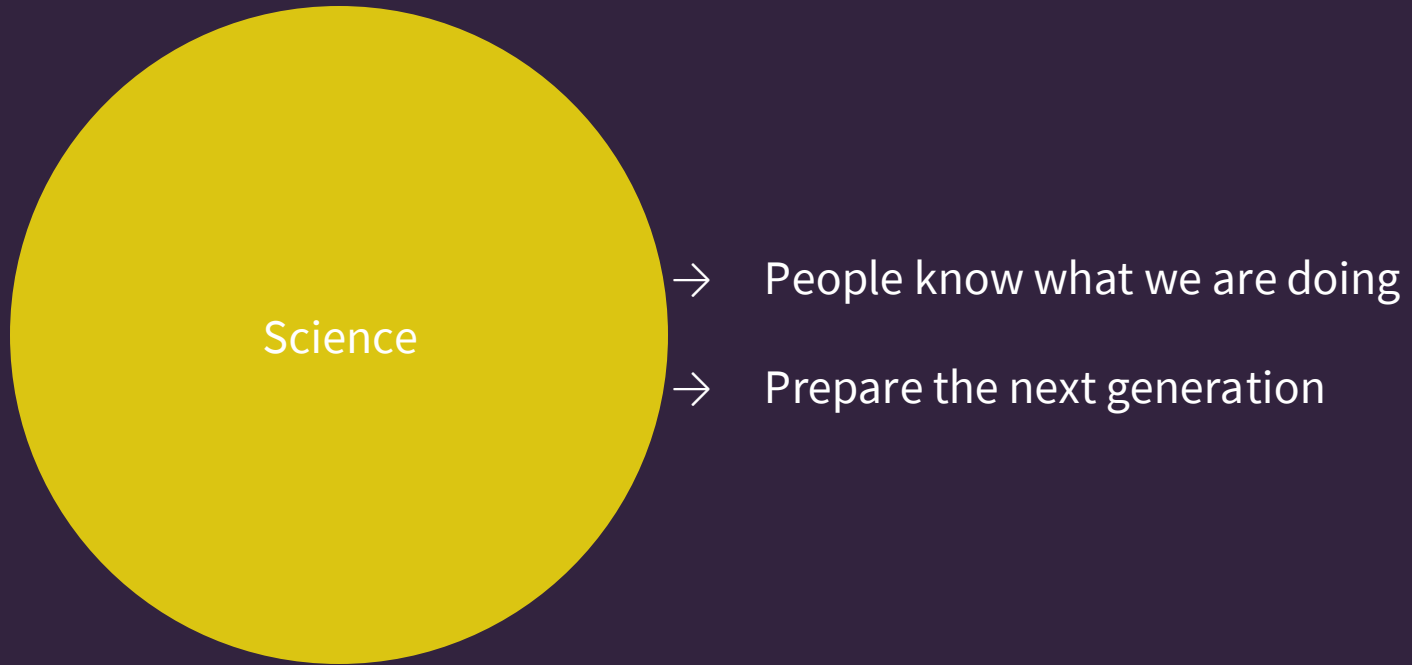
# *The Benefits of Outreach*



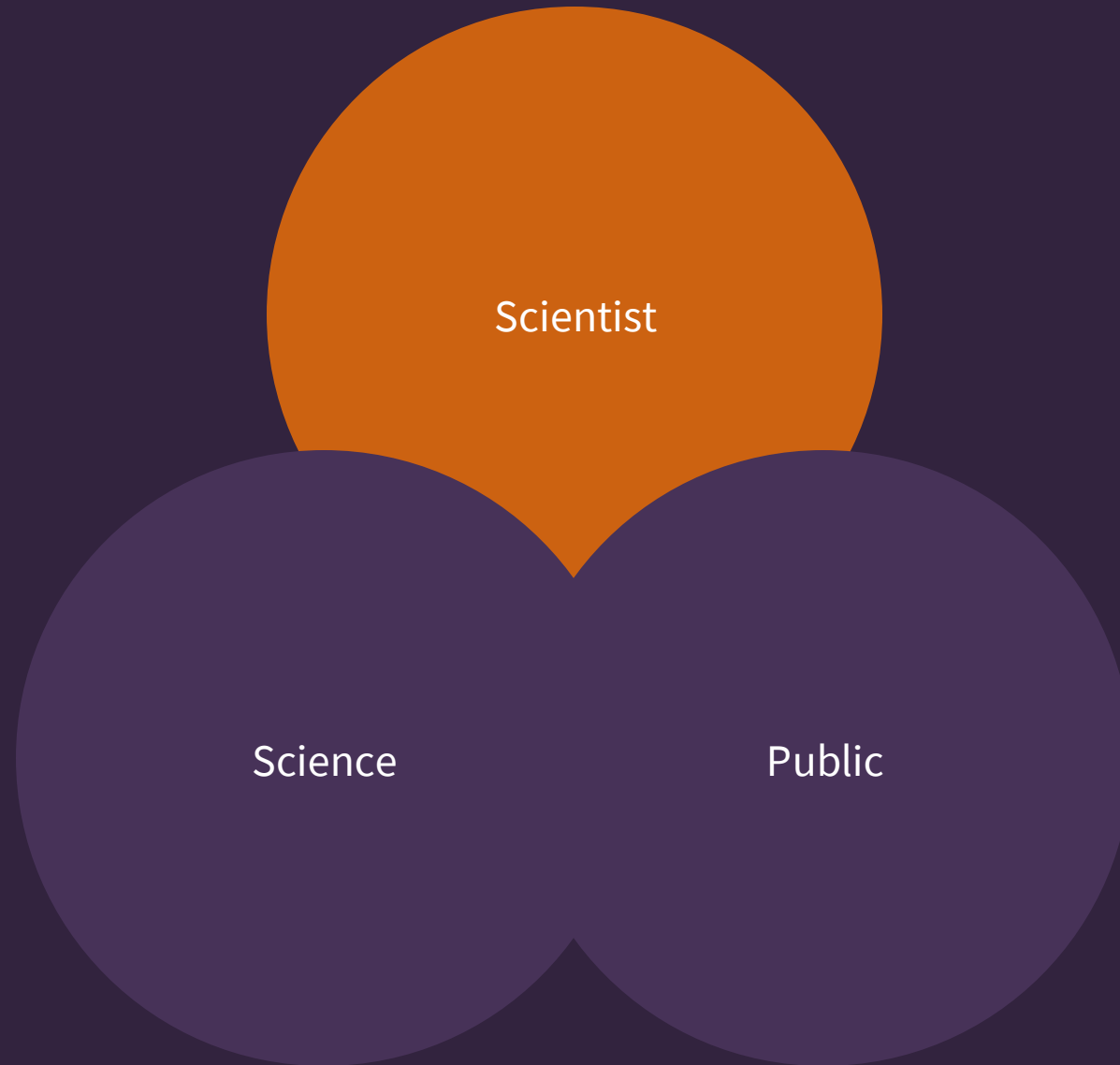


# *The Benefits of Outreach*

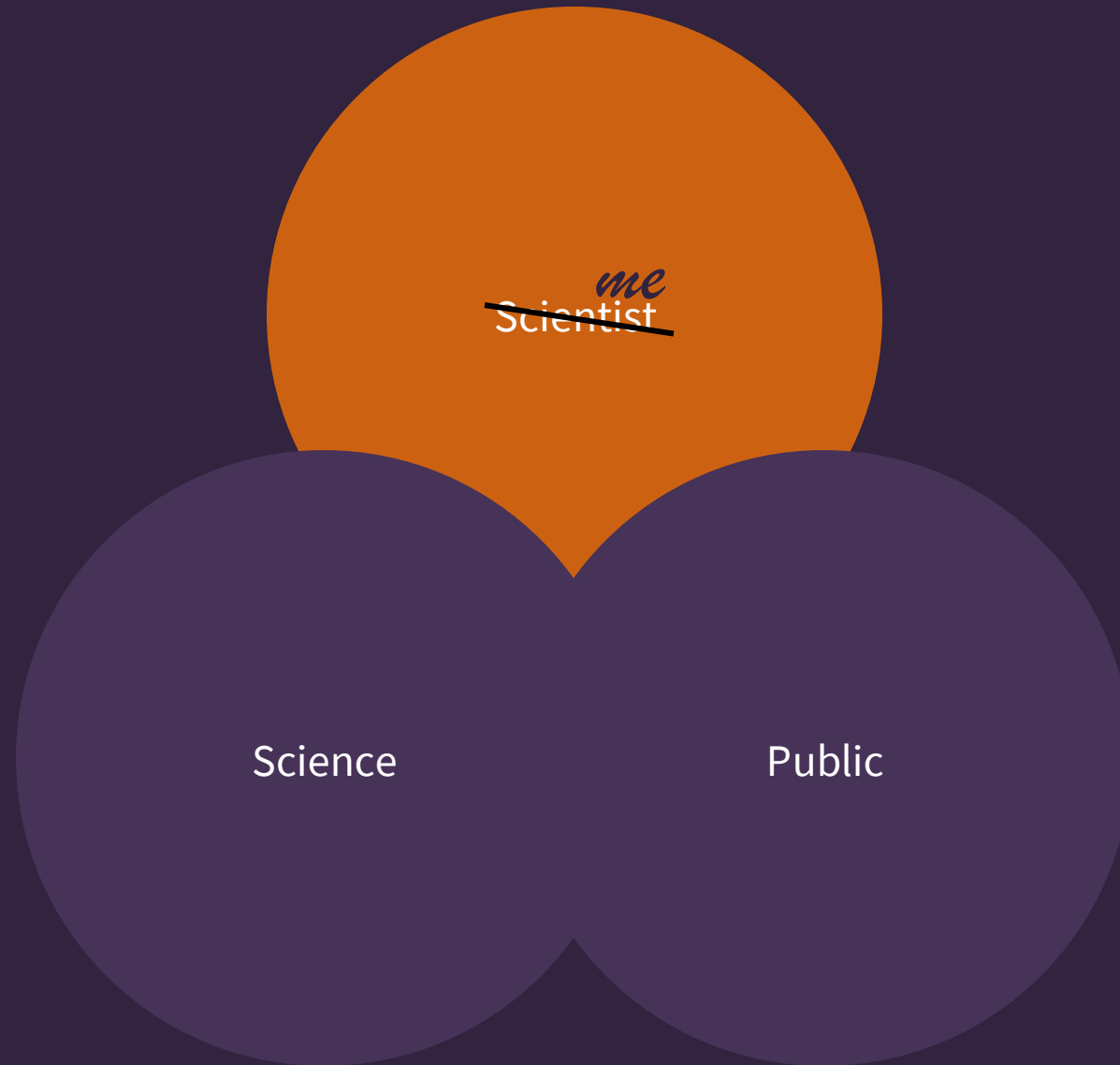
## *2. The Science*



# *The Benefits of Outreach*



# *The Benefits of Outreach*



# The Benefits of Outreach

## 3. The Scientist



- Get reacquainted with our "primordial" passion
- Sharing his passion
- Deepen his knowledge
- People know about YOU

# Conclusion

- There is several types of outreach
- Adapt your event on who you want to reach
- Outreach is useful for:
  - Preparing the next generation
  - Making people think more about their environment
  - Growing as a scientist
  - Bringing to light what you are doing

*Thank you for your attention !*

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