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## How to interest the not interested

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The Paul Scherrer Institute PSI is funded by tax payers' money. Thus one PR goal is to convince this target group that PSI is worth every Rappen of their respective tax contribution. There are many established ways to do so. But how do you let people know about the great things that take place at your institute if they are not the least bit curious about science and research? Well, perhaps instead they like music: Be it classical, jazz or historic brass military music. Or they like fine dining, or perhaps they are ardent hobby photographers of industrial landscapes. In other words: pick these people up where they are. Organise something that appeals to them and combine the event with presenting your key messages. At PSI we are doing this successfully since a number of years. In this talk I will give some examples.

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