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Making the Case

Tuesday, 30 May 2017 16:00 (20 minutes)

In this presentation, I will summarize the outcomes from a three-day workshop held in April 2017 titled “Making the Case”. This workshop provided Workforce, Education, Public Outreach and Communications (WEPOC) leaders from high energy physics and astronomy projects a candid forum for considering fundamental questions for large, international science projects:

- What is the value of WEPOC to the projects and their communities?
- How, when and where should WEPOC be defined, developed and implemented?
- What are the barriers and challenges in developing strategic plans and programs?
- How do you make the case of the value of WEPOC to the international leadership in these projects?

It is noteworthy and that while many of the high energy physics and science projects engage Communication and Outreach specialists as part of their team, their experience, access to leadership, specific roles and functions can be quite different. Each of these skilled professionals is finding solutions to project-specific problems, however they would benefit from a forum to share leadership-level lessons learned and create practical roadmaps for future large science projects involving international partners. This session seeks to make contributions toward this goal.

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