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## Establishing a new outreach programme

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The ESO Supernova Planetarium & Visitor Centre presents a new challenge for the outreach programme of ESO. The facility presents the exciting opportunity for ESO to deliver more “face-to-face” outreach activities, reaching new audiences, in a variety of ways. Establishing an essentially new outreach programme requires buy-in from the staff on-site, at every level. In this talk I will outline the ways in which we are working together with “non-outreach” staff – from different disciplines and at different stages of their career – to involve them in the development of the project, how we are engaging with staff of varying levels of enthusiasm for this type of outreach, and our plans for developing long-term sustainable engagement with current and future staff.

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