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Communication Strategies for the Extremely Large Telescope

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The 39-metre Extremely Large Telescope, currently being built by ESO, will be by far the largest optical/infrared telescope in existence when it reaches first light in 2024. Such a huge project, with impressive hardware, innovative technology and wide-ranging science goals is a great opportunity for outreach of many kinds, but also a big challenge in times of restricted resources.

We have investigated the strengths and weaknesses of the ELT project in terms of communication and assessed the opportunities in the landscape of similar future big astronomical facilities such TMT, GMT, JWST and SKA.

I will review some elements from our communication strategy for the telescope: vision, events, mission, news flow, visual materials, name, slogan, key messages, positioning, milestones, target groups and visual identity.

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