

# Cockcroft Institute Colloquium

## The Accelerate! project: engaging schools and the public with accelerator science

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ASTeC/RAL

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**Walton Rooms A & B, The Cockcroft Institute**

### Abstract

Accelerator physics can be seen as a difficult subject to communicate to schools and the public. To address this, in 2008 the "Accelerate!" project was initiated through an STFC small award for public engagement, as a collaboration between CERN and the John Adams Institute in Oxford. It aimed to engage audiences with accelerator physics through a 45-minute live, interactive demonstration show. The show has been unexpectedly successful, performing over 60 shows to more than 5000 audience members in the first 2 years of running. This seminar will discuss the program from conception to realisation, from writing the show and choosing basic physics demonstrations, to presenter training, lessons learned for the future and full evaluation results.