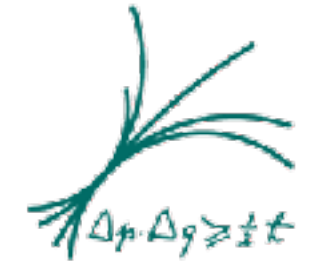


3 Oct, 2024: Open Day + Maus-Tag

MAX-PLANCK-INSTITUT
FÜR PHYSIK



Barbara Wankerl, 22. Februar 2024

Open Day in 2024

When: 3 October, 2024,
10:00-17:00

Where: Garching Research Center (at MPP and many other institutions)

What: Show the public what we do

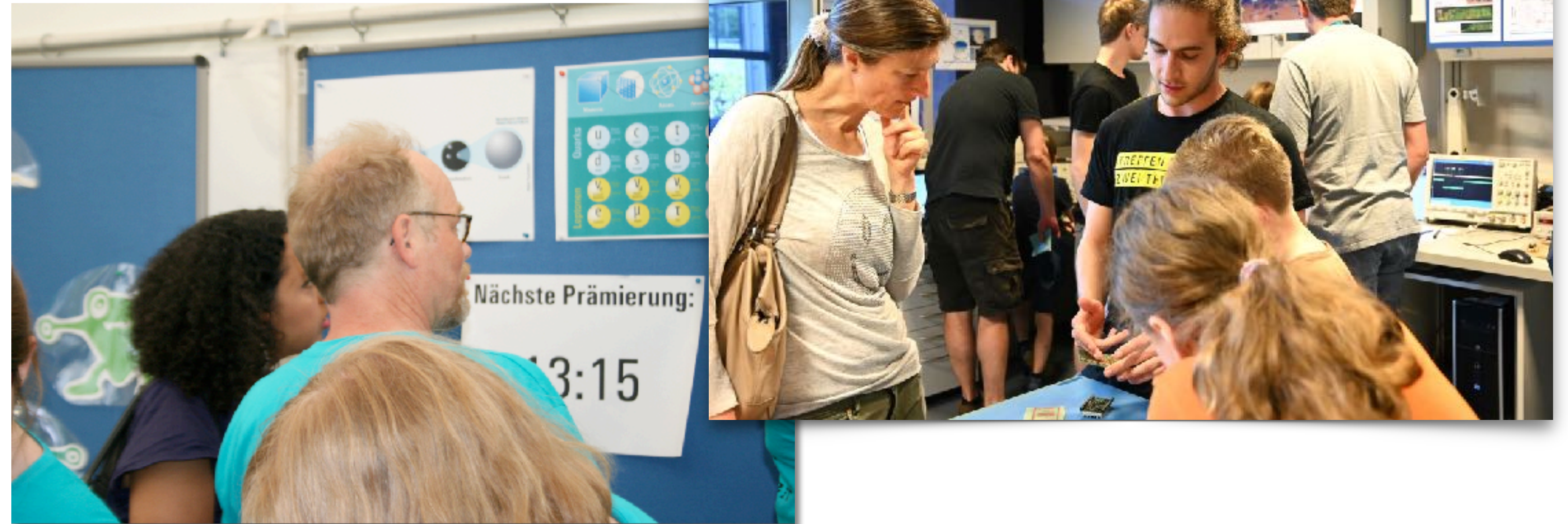
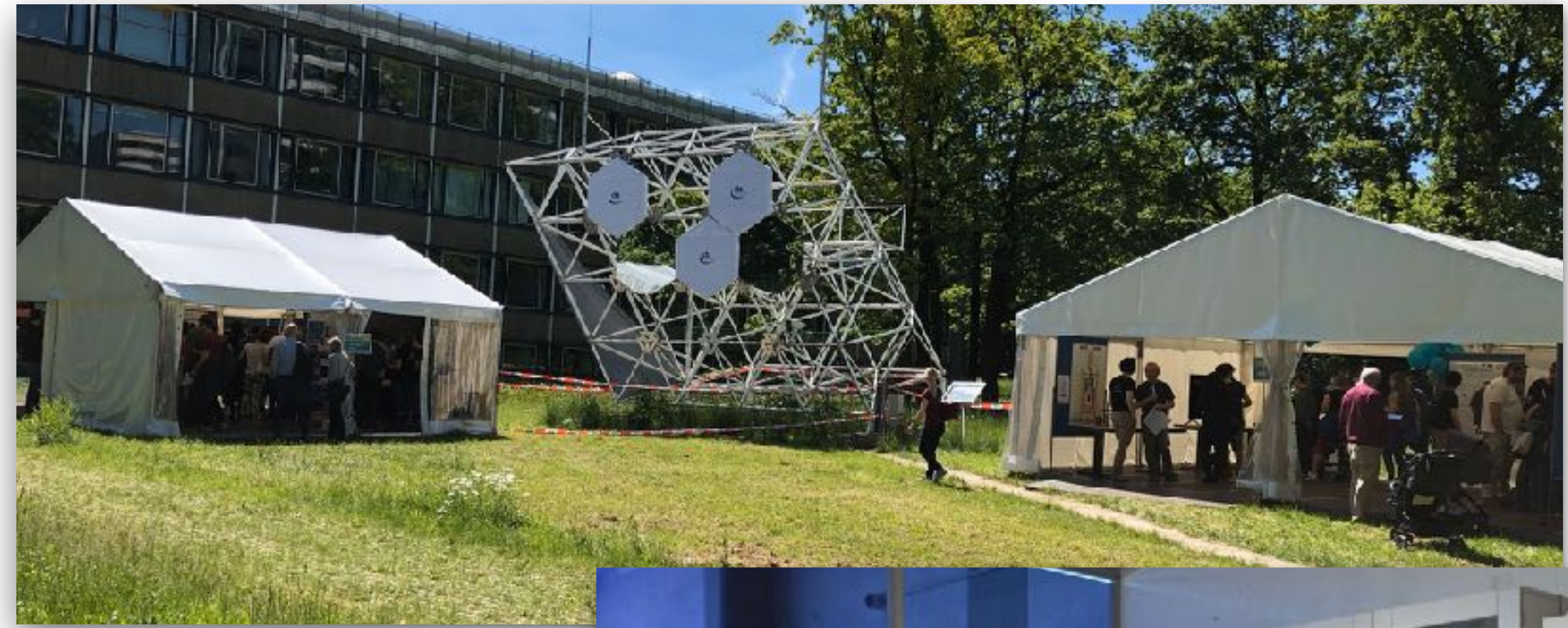
Why: Payback to society, early recruiting (school + uni students)

(btw: we are here)



Open Day @MPP - the past

- Usually every other year
- First one probably in 2008
- Stand alone events
- The ones under my organization
 - June 2017: > 2,000 visitors
 - May 2019: > 3,000 visitors



Open Day @MPP - the past

In June 2021:
Digital edition on
Gather.town



Planning for 2024

Why 3 October (holiday)?

- Past: TUM organized campus-wide Open Doors events in October
- Garching MPIs joined every 2 years
- Covid disruption
- Main PR organizer left TUM
- Many institutions switched to Mouse Day: annual event on 3 October

Participants (preliminary)

- TUM Physics department
 - Fraunhofer Institutes
 - MPA
 - MPP
 - IPP
 - MPQ
- ... and many more

Organization:

Inter-institutional team
(including MPP PR)

- Event-specific website
- Joint advertising efforts
- Multi-channel advertising
- Splitting of costs

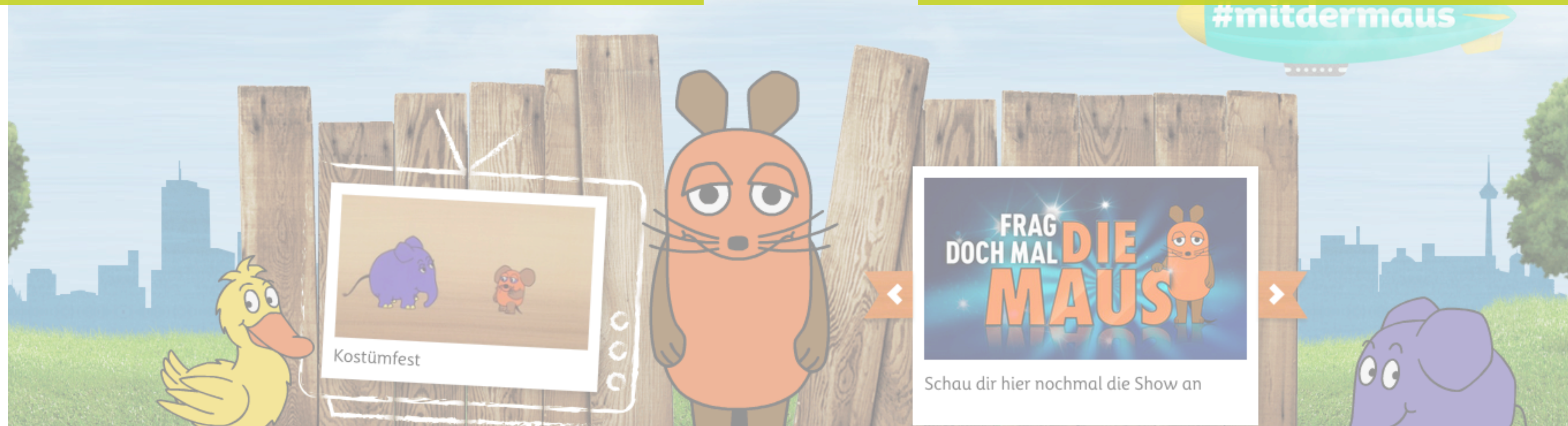
What is what?

Maus-Türöffner-Tag

- Exploits a very popular TV format: Die Sendung mit der Maus (various spin-offs)
- **Specific** for young kids (5-10)
- Events are hosted on central webpage
- Registration of visitors usually required

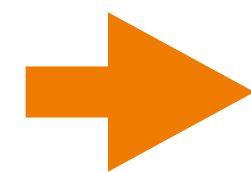
Tag der offenen Tür (Open Doors)

- Classical event format
- Target groups: everyone interested in physics, grown-ups, young people, students
- but not specific for (pre)-school kids and pupils
- Usually no registration

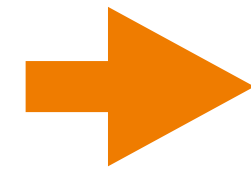


Advantages Maus-Tag

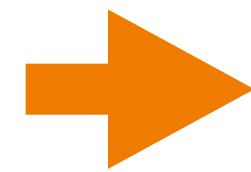
- Dedicated to Science outreach especially for children
- Add-on to a very popular TV format, using its famous protagonists
- Strong visual performance
- Central advertising by Maus-Tag organizers
- Match of institutions and audience on central webpage
- Reduced efforts for local event organizers



„Home run“ for research institutions



Garching institutions report high visitor numbers



Large audience to be expected

Next steps

Marketing strategy for Garching Research Center

- Using Maustag as a driver for Open Doors events
- Develop website, marketing materials
- Advertising

- Currently survey among Garching institutions - overview on events in both categories

Organisation at MPP

- Suggestion: Classical Open House event - no Mouse Day
- Mouse Day still open for discussion - can we do a program for young kids?
- What departments/groups will join?
- Volunteers for organizing team
- Setting up program for either Open or Mouse Day or both (by end of May)

Details for MPP

- February: Mail to all departments/research groups
- March: Discussion with groups in group meetings
- April: Decision on Maus-Tag (or not)
- End of May: Binding registration of activities
- Afterwards: Realisation of program

Work time compensation

Will there be compensation?

Definitely yes.

The easiest solution: you volunteer (no formal inquiry with your superior, no complicated handling for administration)

Two „models“:

Half day: 3,5 hours -> half day time of in lieu

Whole day: 7 hours -> whole day in lieu

und now ...



for your
feedback & questions!