



Plans for Fermilab's 50th Anniversary in 2017

Building our future by celebrating our past

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Fermilab Community Advisory Board

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Key stakeholders for anniversary year

Create

- City of Chicago (focus on the Mayor's Office)
- State of Illinois (focus on the Governor's Office)
- Technology and innovation companies

Rekindle

- Leadership of URA universities
- Non-retiree alumni (including users)

Strengthen

- Key members of Congress, staffers, administration officials (decision makers)
- Employees and users
- Citizens of Illinois and South Dakota

Messages to deliver

Discovery

- Long history of discovery: 3 of nature's building blocks; major role in the Higgs discovery
- Flagship neutrino program will take U.S. to new heights of international collaboration and discovery; we need your help to make it happen

Innovation

- Fermilab is a hub for groundbreaking innovation
- We are partnering with leading companies to translate our innovations into solutions for society

Community

- Fermilab is a strong community partner
- We enrich your life and introduce young people to STEM at work

Core events (time order)



Employee kickoff

Employees come first
Enhanced labwide party
Unveiling 50th elements



Fermilab After Dark

Outreach event for adults
Mucca Pazza
Food & drink & hands-on activities



Pop-up outreach events

Traveling science van
Build bridges to Chicago, IL, SD



Scientific Event

Symposium during Users Meeting
Include alumni/retirees
"StoryCorps"



Open House

Largest ever
Science & Innovation Fair
VIP lunch & tour

Employee kickoff celebration

- Around December 7, 2016:
50th anniversary of Weston site selection
- Enhanced lab-wide party
- Employees come first
- Build enthusiasm for helping with
50th anniversary program
- Food, fun, unveil new atrium
exhibits, anniversary video

- Audiences
 - Employees and on-site users



Fermilab After Dark

- January 2016
- Public outreach event targeted at adults
- Marketed as part of Arts Series; tickets required
- Event begins with hands-on activities and exhibits, ask-a-scientist, food & drink available for purchase
- Ends with party band Mucca Pazza
- Audience
 - Chicago-area adults



Pop-up science outreach events

- Build bridges to City of Chicago and suburbs, States of IL, SD
- Focus on underrepresented areas
- Visit parks and other public places as well as scheduled events, state fairs
- Fun, innovative: Impromptu science demos, ask-a-scientist, etc.
- Audiences
 - Citizens of Illinois and South Dakota, City of Chicago



Scientific symposium & alumni event

- Symposium + reception for scientists, employees and alumni in conjunction with Users Meeting
- Highlight past contributions and look to future
- Include reunion event
- StoryCorps-type archival initiative
- Audiences
 - Users and alumni



Science & Innovation Open House

- Centerpiece of anniversary year
 - Aim for 20,000+ attendees
 - Include unique Innovation Fair including tech & innovation companies and university groups
 - VIP lunch and tour
 - Employee open house held in advance
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- Audiences
 - Local, regional & state citizens & officials
 - Technology & innovation leaders
 - URA universities

