

Briefing document to replicate the LIGHTtalks: Careers in Photonics activity

Introduction:

LIGHTtalks consist of an array of live presenters from the scientific, entrepreneurial and industry communities speaking about different aspects of photonics. The aim of these talks is to promote the importance of photonic technologies to the public, especially students, potential entrepreneurs, entrepreneurs and industry.

Currently, two series have been created, one directed to university students (Careers in Photonics), and one directed to entrepreneurs (Lighting the Future)

These activities originated within the FP7 project, initiative by ECOP, GoPhoton!, through which will be implemented in 8 European countries. Through the other European project in which ECOP is also involved, LIGHT2015, LIGHTtalks will be complemented with audio-visual material that includes two videos with subtitles in all EU official languages and a third series directed to the industry.

About LIGHTtalks: Careers in Photonics

LIGHTtalks: Careers in Photonics will be destined for university students, as well as high school students and general public to highlight the importance of Photonics as a career option, its potential, and the fact that people with different backgrounds have come to work in photonics, the same as that people use photonics to work in different disciplines.

The goal of the talks is to create awareness among the students about the potential of Photonics thereby encouraging them to consider Photonics as a career choice.

About this profile

The specific feature of the LIGHTtalks series is that through the profiles that are made available, talks are delivered using a predefined format and with guidelines and advice provided to local organizers to simplify the setting up and implementation of the events.

While the profiles predefine the structure and topic of the LIGHTtalks, organizers are responsible for:

- Identifying the venue and the speakers
- Promote and disseminate the activity
- Implement the activity

These profiles set the framework of the activity and ensure easy replication, at the same time that allows an adaptation of the activity to the local idiosyncrasy, allowing the organizer to take into consideration the local research and industry landscape into consideration when identifying the speakers.

Visual identity and available materials

When implementing a LIGHTtalk, please include in the dissemination, marketing and communications materials the following sets of logos:

- The GoPhoton! logo



- The ECOP Logo



ECOP, within the LIGHT2015 project, is developing two videos that will be available in all EU official languages, one focused on showcasing the broad applications of photonics technologies, and one aimed at providing a glimpse on the professional opportunities that photonics offers the citizens.

As soon as these are ready, they will be posted in the web.

For more information or any questions that you may have, please contact:

info@ecopalliance.eu

LIGHTtalk: Careers in Photonics profile

Description	<p>A series of inspirational talks targeting university students focused on the potential of careers in photonics</p> <p>The session will contain a series of talks and interactive discussions with successful professionals representing different career options within photonics.</p> <p>The session will focus on:</p> <ul style="list-style-type: none"> • Expose students to the potential of careers in Photonics • Reveal non-traditional career paths in Photonics • Uncover the ubiquity of Photonics across disciplines
Objectives	<p>To create awareness among the students about the potential of photonics thereby encouraging them to consider Photonics as a career choice.</p>
Structure	<ul style="list-style-type: none"> • <i>Introduction of the event and the speakers by the moderator</i> • <i>Screening of the careers video developed within LIGHT2015</i> • <i>Introduction about photonics and the power of light 20 minutes</i> • <i>Inspirational talks in pill format by each speaker (about 6-10 speakers) 5-10 minutes</i> • <i>Short break</i> • <i>Round table and Q&A session 45 minutes</i> <p><u>Moderator:</u> node's representative</p> <p><u>Key note speaker:</u> <i>VIP profile:</i> to provide the general context of the impact of photonics in society, economy and people's well-being</p> <p><u>Potential Speakers:</u> <i>Group of speakers representing different aspects of careers in photonics</i>, such as a professor, a CEO of a photonics start up, a Ph.D. working for a big company profile, a patent business professional, an outreach professional/journalist profile, somebody in the policy making arena, a tech transfer profile, or event alternative profiles such as an artist. Potential panel proposal:</p> <ul style="list-style-type: none"> • Academic research • Big Company scientist • Spin off creation • IP specialist • Outreach/ journalism

	<ul style="list-style-type: none">• Networks, alliances and clusters• Corporate Development• Medical doctor• Artists/ professional in entertainment industry• Architect <p><u>Issues that could be addressed:</u></p> <ul style="list-style-type: none">• Why is photonics interesting?• How does photonics impact society through what I do?• Potential of photonics for jobs• Passion for photonics as a career path• Economic impact of photonics <p>Alternative careers</p>
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