

Getting the message across Communication activities of ESA's Earth Observation directorate

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The presentation will give an insight into Science Communication based on ESA's overall public outreach objectives structure, concept and activities. Further the focus will be on measures taken to reach a wide audience from the directorate of Earth Observation. This will include examples for the web, press conferences, launch events and other public outreach related material. Collaboration with the media, Google Earth and other industry partners will also be highlighted within the presentation.