

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
New Worlds - Non-Traditional Space Education and Outreach (7)

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CREATING A MODERN-DAY APOLLO MOMENT TO INSPIRE THE NEXT GENERATION

Abstract

This paper looks at the way non-traditional partnerships can be leveraged to bring space activities to a wider audience. Private new-space company PTScientists has partnered with Audi and Vodafone to help bring its first lunar mission, Mission to the Moon, to the largest audience possible. In addition, it will look at how a (as-yet non-public) media partner will seek to use multimedia platforms (including AR/VR), as well as traditional media, to raise interest not only in the mission itself, but the story of the people who are making it happen.

This paper looks at what it will take to create a modern-day “Apollo moment” for a generation who have access to such a wealth of technology, entertainment and information that creating a signal that stands out from the noise is a challenge in itself. It will describe how PTScientists intend to bring as many people on the journey to the lunar surface as possible, and how their mission objective of re-visiting the final landing site of Apollo 17 will be used to inspire a new generation of scientists and engineers.