

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth: Large Engagement and Communications Initiatives (6)

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EXPANDING HORIZONS: INNOVATIONS IN SPACE SCIENCE OUTREACH AND  
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**Abstract**

The session titled "Calling Planet Earth: Large Engagement and Communications Initiatives" will focus on space science outreach and communication endeavors aimed at a diverse audience, spanning from school students to the general public. With a rich history of over a decade in space science communication, our organization has successfully reached millions of individuals worldwide.

Our approach involves a multifaceted strategy encompassing various interactive platforms and mediums. Through meticulously designed workshops, captivating lectures, mesmerizing sky gazing sessions, stimulating online competitions, and immersive live streaming events, we endeavor to not only disseminate knowledge but also ignite a passion for STEM and space technology among our audience.

Recent initiatives have showcased our commitment to engaging the masses in celestial events and scientific milestones. Celebrations of events like Asteroid Day and Chandrayaan-3 launches have drawn participation from thousands, fostering dialogue and fostering a deeper understanding of space-related topics through quizzes, discussions, and educational activities.

Looking forward, we are eager to embark on new initiatives that will further broaden our impact and empower underrepresented groups in the field of STEM. The upcoming launch of the "Girls in STEM SPACE" initiative aims to inspire and support young women in pursuing careers and interests in space science and technology.

Our overarching vision is ambitious yet attainable – to expand our reach to an impressive 50 million individuals over the course of the next five years. This growth trajectory reflects our unwavering dedication to making space science accessible and engaging for people of all ages, backgrounds, and interests.

In this session, we invite participants to join us in exploring the innovative strategies and measurable outcomes that drive our space outreach and engagement efforts. Through collaborative discussion and shared insights, we aim to inspire and equip fellow space enthusiasts and communicators to make a meaningful impact in their respective communities and beyond.