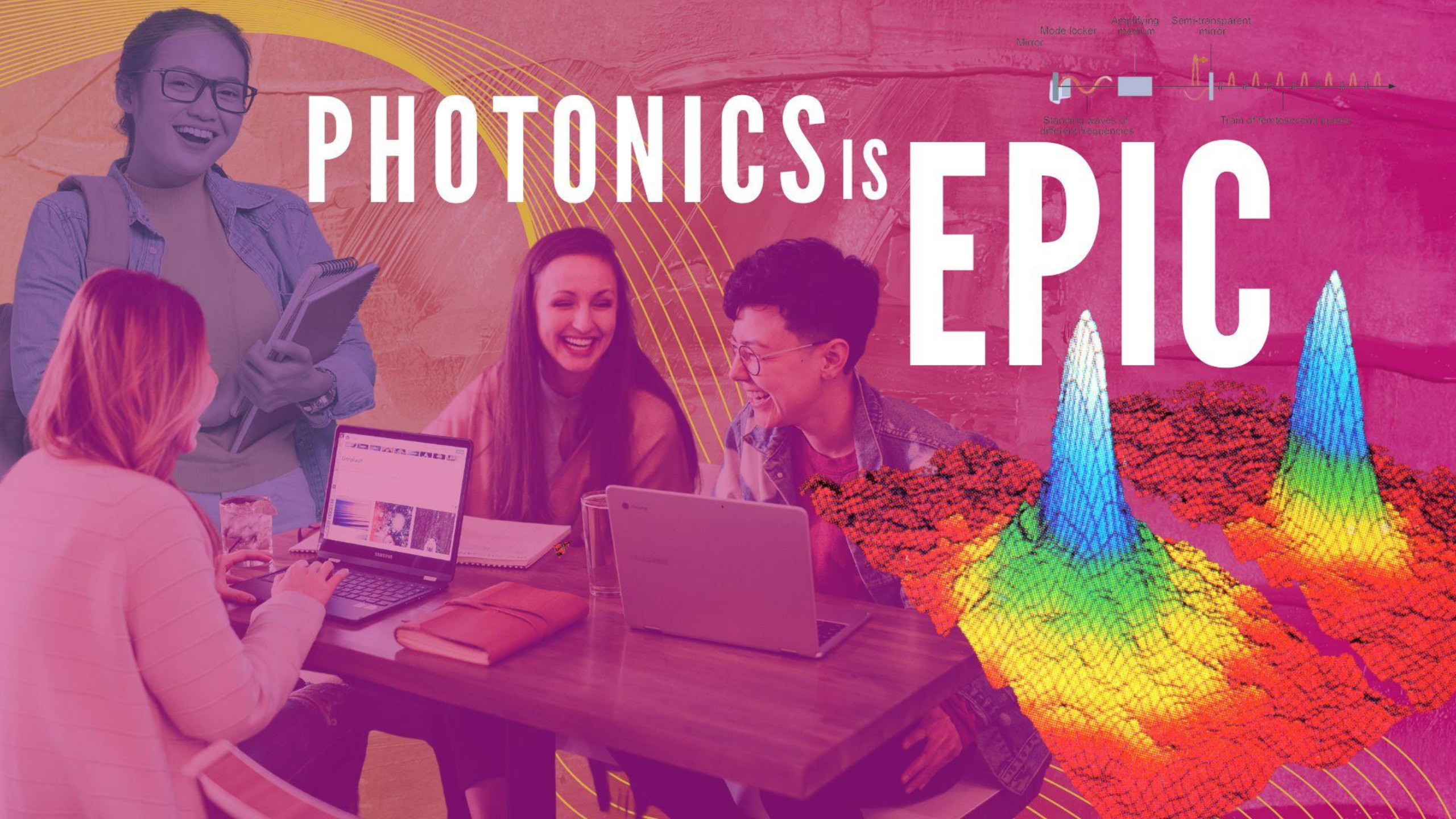
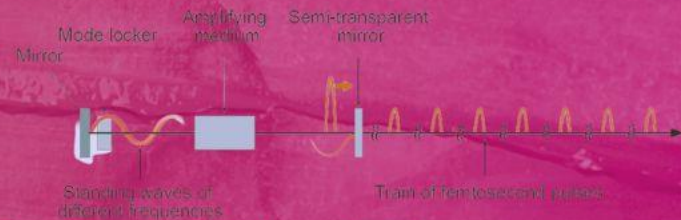


PHOTONICS IS EPIC



Why?

- To tackle the current workforce challenges faced by the photonics community, we need to target young students and show them that photonics offers an attractive career path.
- At EPIC, we will promote several activities to address this challenge under the name "Photonics is epic." Here, the word epic represents the idea of significant and impactful.

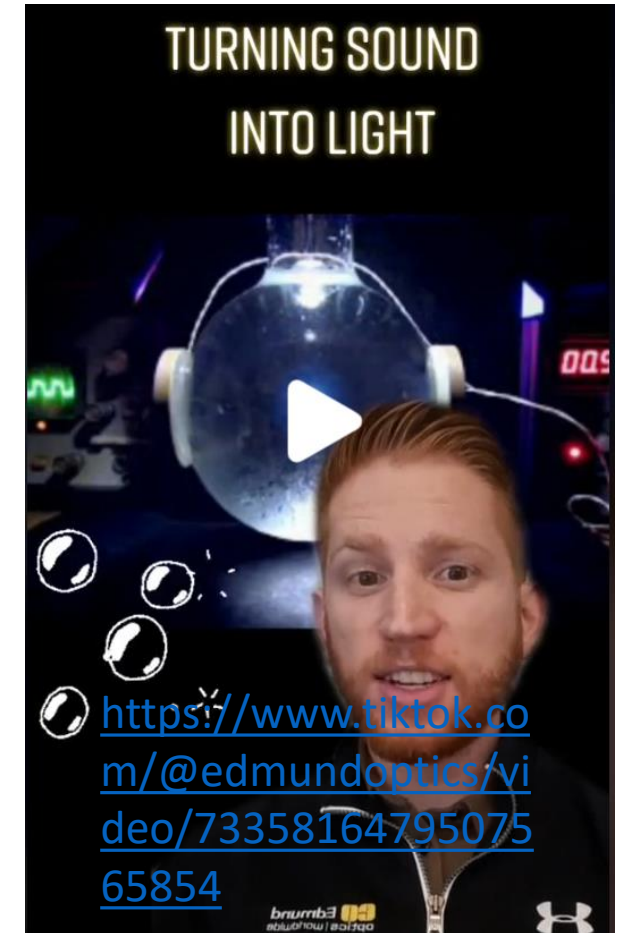
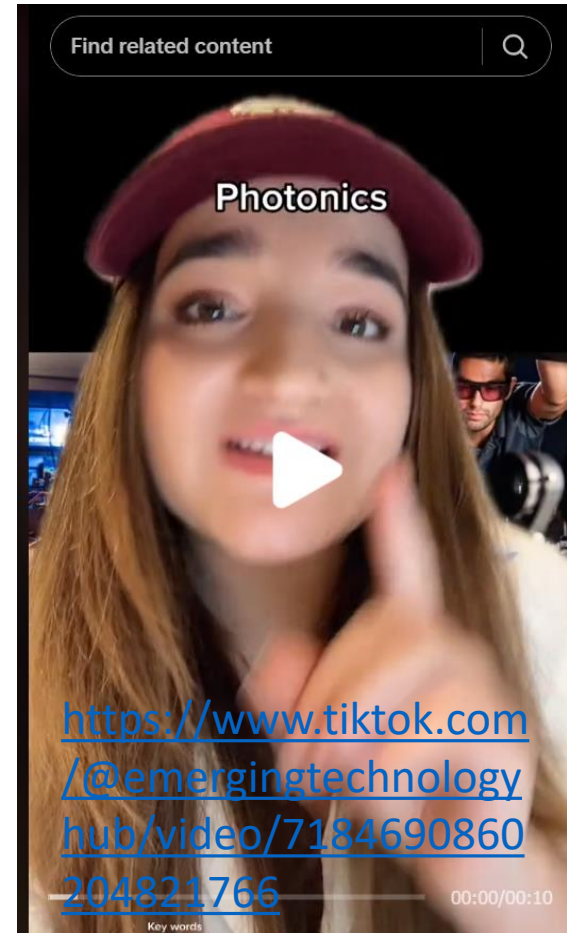
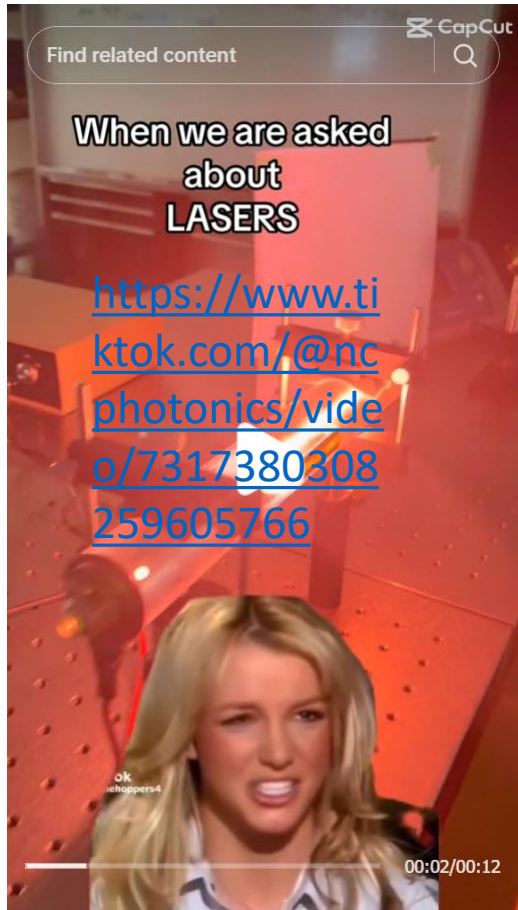
A transversal initiative:

- Online sessions addressing university students' needs
- Targeting Gen Z on social media
- Activities for university students at exhibitions

Online sessions

- Target Audience: University Students of Physics and Optics in their 3rd or 4th year and Master's students looking for a place to do their PhD.
- Content: EPIC Members will pitch their technology and R&D projects to the students. The aim is to connect with potential applicants who are looking for a place to do their final degree project.
- Dates of the sessions: October 2024 and March 2025

TikTok Channel - precedents



TikTok Channel

We invite EPIC members to share with us their audiovisual content that can be relevant to a young audience and we will feed with it the TikTok profile “Photonics is EPIC”.

Starting content from 21 October 2024, when we will celebrate Day of Photonics.

Presence in the exhibitions

In some exhibitions where EPIC will be exhibiting, we will have a career booth, where EPIC Members can inform about their job vacancies.

Furthermore, EPIC will organise a tour with students through some booths where members will be able to present their company and projects to young students.

Upcoming Expos



23-25 September 2024, Frankfurt, Germany

EPIC & ECOC Career Booth



- Available slots to pitch at the career booth
- Booth tour for students and young researches attending ECOC Hackathon
- Marketing Promotion at the Hackathon

PHOTONICS IS EPIC

