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# Early-Career Scientists and Communication Strategy: The ETIC Project Experience

The Einstein Telescope (ET) is expected to become a major research infrastructure in the coming years, presenting challenges in communication and outreach. Generations of young researchers will grow within the project, contributing unique insights through their dedication. This poster highlights a science communication initiative led by the Einstein Telescope Infrastructure Consortium (ETIC), which is conducting a feasibility study for a potential site in Sos Enattos, Sardinia, while strengthening a network of laboratories advancing the ET's scientific and technological development.

We interviewed several early-career researchers to gather their experiences across various research activities (<https://l.infn.it/eticinterviews>). From these interviews, we created a thematic word cloud to identify key concepts. Using an interactive tool, the researchers explained these concepts in simple terms and provided multimedia content—such as photos, videos, and detailed descriptions of their research and their connection to the local environment. This material has been compiled into a database, which the Communication Office elaborates to create outreach materials and share STEM-related information with a broader audience.

Finally, an AI-based chatbot powered by Retrieval-Augmented Generation (RAG) technology has been developed for the poster session, allowing visitors to interact with project information via a local notebook.

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