

## **Advocacy and Outreach Activities of the LISA Consortium**

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In June 2017 the Laser Interferometer Space Antenna (LISA) mission was selected for the L3 Large Mission slot of the European Space Agency, with an expected launch date in 2034. LISA will open a new, low-frequency, window on the gravitational-wave universe – allowing us to probe in exquisite detail cosmic phenomena that are completely inaccessible to ground-based interferometers, as well as to telescopes across the electromagnetic spectrum. Thus, while the nascent field of gravitational-wave astronomy currently enjoys a remarkably high public and scientific profile, an important priority for the coming years will be to highlight the enormous future potential of the LISA mission as a powerful probe of astrophysics, relativity and cosmology.

In this talk I will give an overview of the activities of the Advocacy and Outreach Group of the recently established international LISA consortium, describing our current and future strategies and priorities, and emphasising the key messages that we seek to convey to both public and professional scientific audiences. In particular I will highlight the many ways in which the global gravitational-wave community can become involved in our programme.