



Engaging People in Physics

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DG-EU



Photos by Simon Bierwald



Why do we need to engage people?



Inspire

Get support

Educate

Inform

political/ethical
thinking

But what if they don't really understand?

What's the point if they are not going to understand CP violation or what the weak interaction is?



How can we do this?

Articles and press coverage

Social Media

Public Events

Websites



The first ever #CERNTweetup

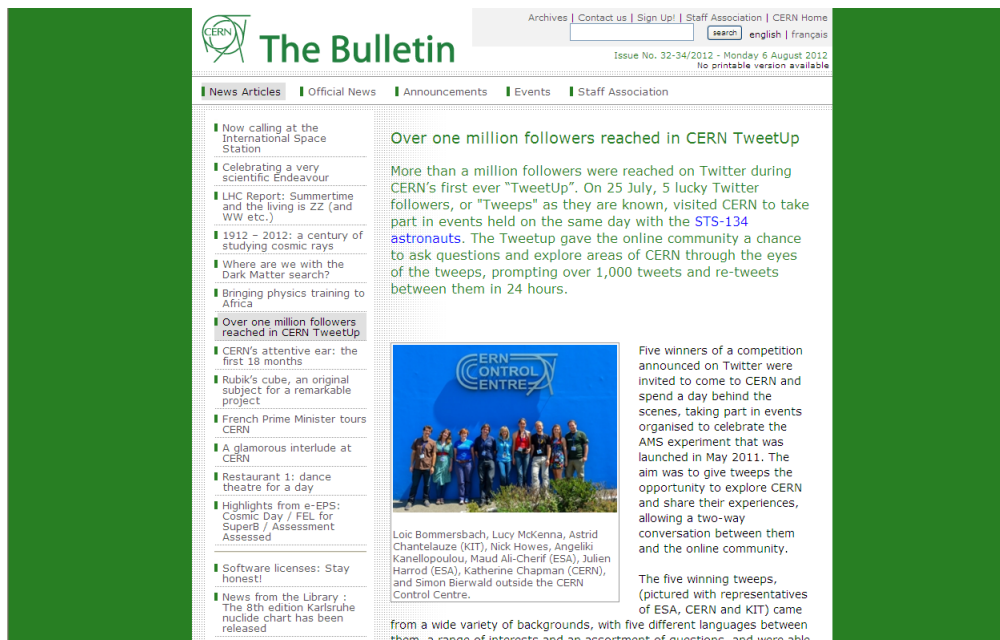
#CERNTWEETUP HashTracking.com Report

1,388 tweets generated 5,158,130 impressions, reaching an audience of 958,108 followers within the past 24 hours

Over 1 million
twitter followers
reached

Over 5 million
'impressions'

5 very happy
'tweeps'



The screenshot shows the CERN Bulletin website. The main article is titled "Over one million followers reached in CERN TweetUp". The article text reads: "More than a million followers were reached on Twitter during CERN's first ever 'TweetUp'. On 25 July, 5 lucky Twitter followers, or 'Tweeps' as they are known, visited CERN to take part in events held on the same day with the STS-134 astronauts. The Tweetup gave the online community a chance to ask questions and explore areas of CERN through the eyes of the tweeps, prompting over 1,000 tweets and re-tweets between them in 24 hours." Below the text is a photograph of five people standing in front of the CERN Control Centre. To the right of the photo, it says: "Five winners of a competition announced on Twitter were invited to come to CERN and spend a day behind the scenes, taking part in events organised to celebrate the AMS experiment that was launched in May 2011. The aim was to give tweeps the opportunity to explore CERN and share their experiences, allowing a two-way conversation between them and the online community." Below that, it says: "The five winning tweeps, (pictured with representatives of ESA, CERN and KIT) came from a wide variety of backgrounds, with five different languages between them, a range of interests and an assortment of questions, and were able to ask questions and explore areas of CERN through the eyes of the tweeps, prompting over 1,000 tweets and re-tweets between them in 24 hours." The left sidebar contains a list of other news articles.



Keeping it short and simple

Websites are a brilliant tool for making information available

One thing I have learned is to keep it short and to the point

Links to further pages to find out more



HiL **Illuminating the way from Research to Industry**
by Katherine Chapman (CERN)

Euspen's event in May brought together researchers and industry from around the world, helping to push boundaries in precision engineering. It provided invaluable opportunities for industry to become involved with CERN, including the luminosity upgrade of the LHC.

The two-day event entitled "Precision Engineering at CERN: Future Challenges & Opportunities", included a number of presentations from keynote speakers and CERN's senior programme managers. The presentation given by Lucio Rossi (HiLumi LHC Project Coordinator) highlighted the precision engineering needed for this advanced upgrade from cryogenic mechanics to equipment and tooling. Industrial expertise in the fields of high vacuum, advanced remote handling and new material development for radiation-hard insulators is vital for this upgrade, which in turn requires infrastructure from civil engineering, electrical engineering and cooling and ventilation.

Given the need for collaboration between science, engineering and industry in the high luminosity upgrade, an Industry information event is planned in spring 2013, in partnership with the TIARA-PP and EuCARD projects. This will focus on superconducting magnets, superconducting radio frequency and cryotechnology, as well as new materials and surfaces. Events like these enhance opportunities for collaboration between science and industry, and create a platform for discussion. Click below to read more about Euspen's event.

[Read more >>](#)
Keywords: HiLumi LHC, Industry, Precision Engineering

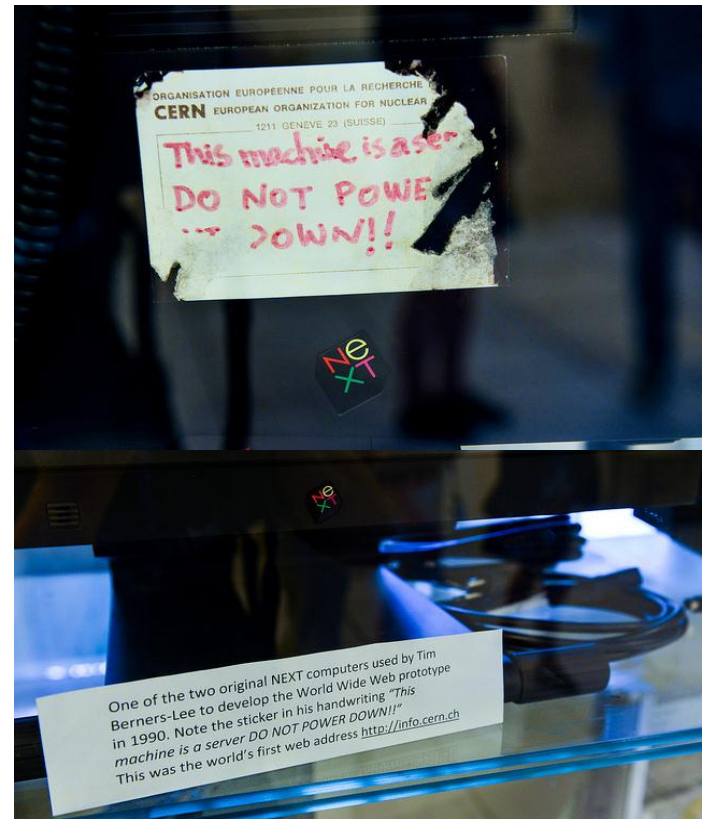


The Power of the World Wide Web

Use websites that
are already used

Create accessible
content

Go to them, don't
expect them to
come to you



Thank you for listening



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