

# LHC Communication in Germany

**Thomas Z**

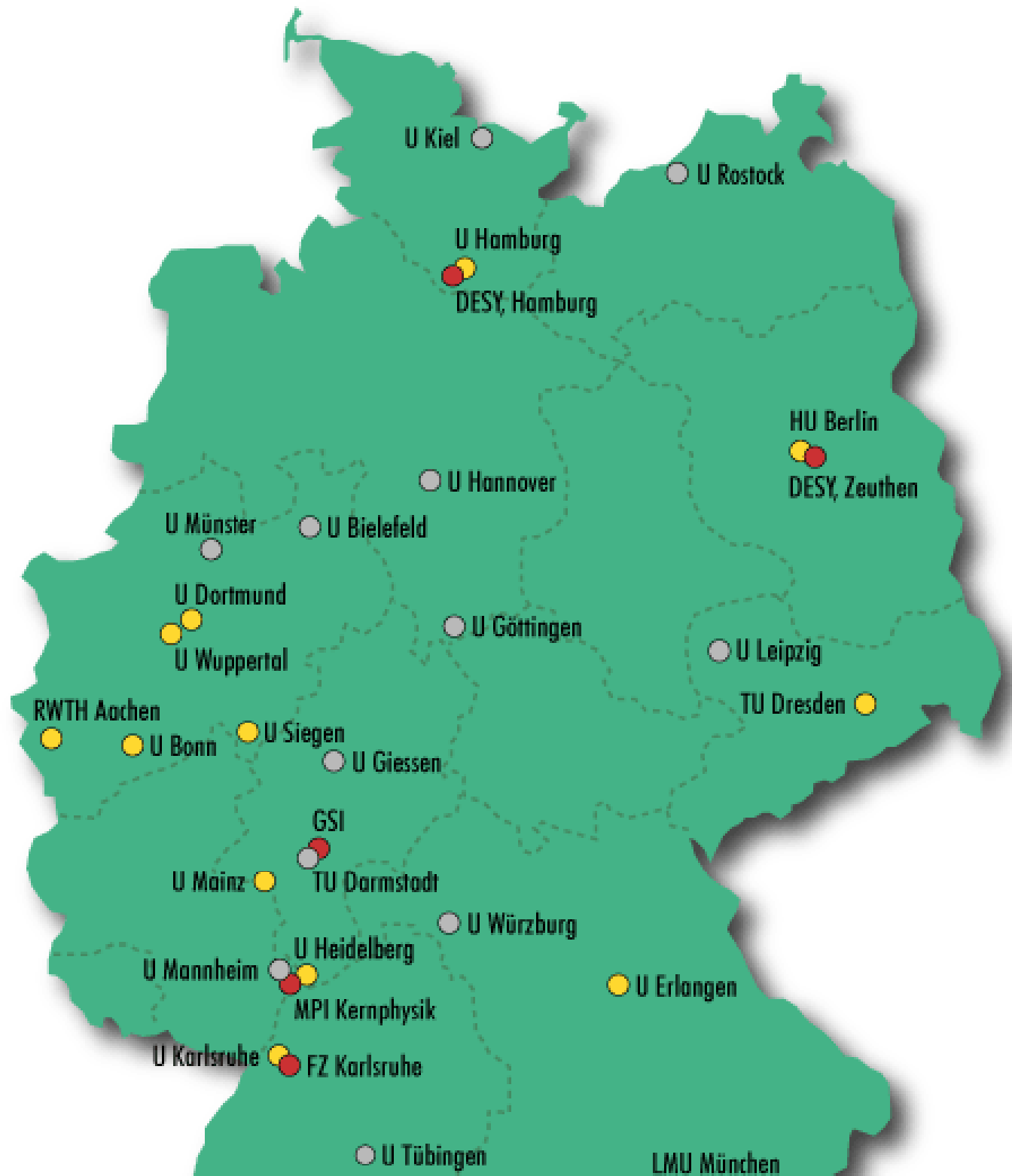
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**Helmholtz Centres**  
(DESY, FZK, GSI), red

**Max Planck Institute**  
(Munich), red  
**Universities** (grey  
yellow)

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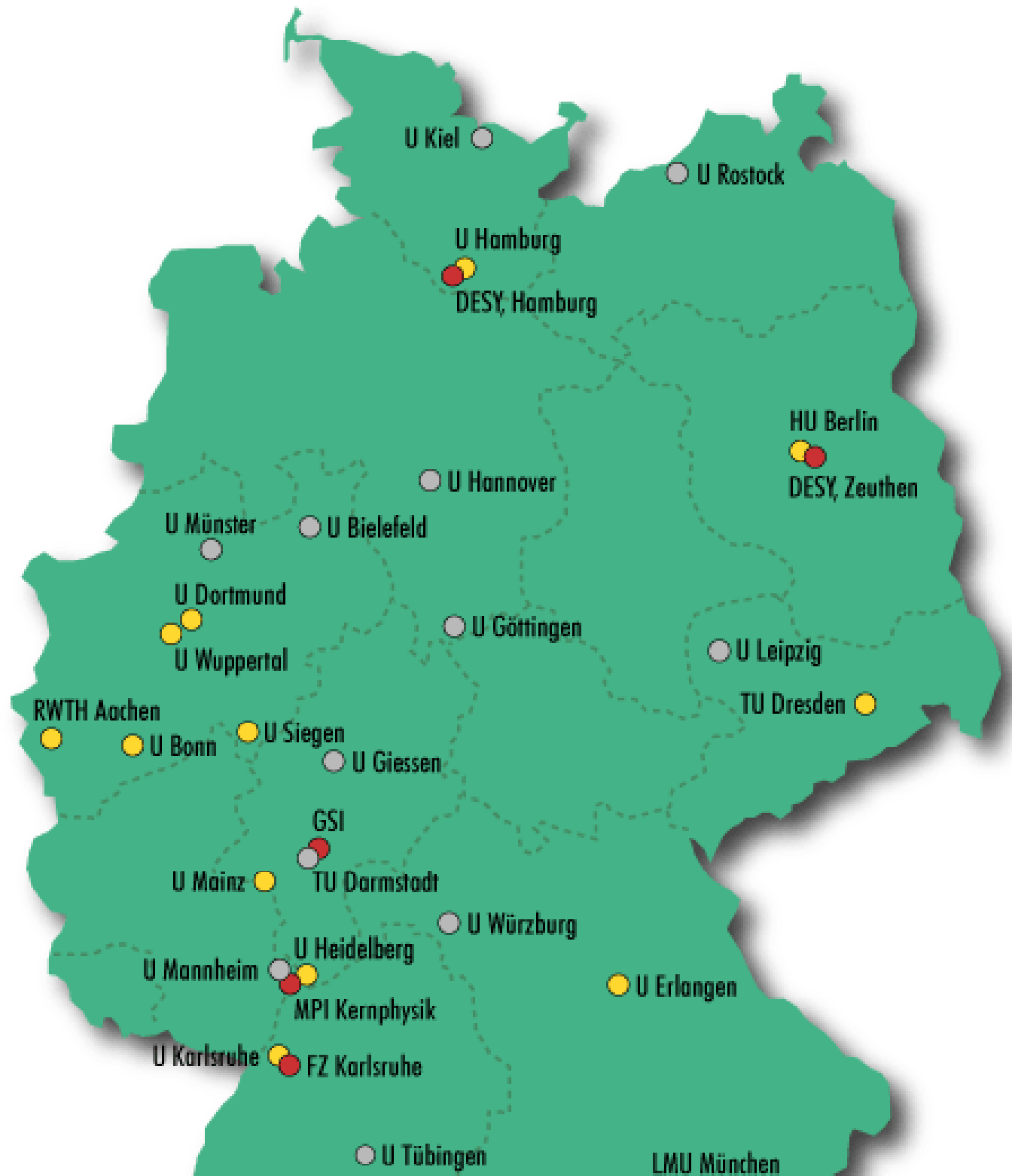
nst.

on LHC

ny contributes 20%

CERN budget

st contribution)



**Public communication**

the next 5 years

short-term objective:

publish the **‘New picture in Germany’** –

nationally and  
internationally

:

**Context: CERN and LHC**

**human aspects**

about the **impact of**

**LHC** for Germany.



PR

experienced in pp  
unication in Germany

munication &  
ch Concept for 5

g application  
ted to Federal

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Y PR coordinates all  
es in Germany for all  
s

- **Scholz & Friends**
  - > Top advertising agency
  - > Support to communicate the start up of the LHC in 2008
  - > Hired by Federal Ministry (BMBF)



## al Website

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er and image brochure for  
in Germany (content)

S

ence Night in Berlin:  
C Express (content)

hibition in Berlin

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commendation of possible  
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# Scholz & Friends

- Central Website
  - Concept and design
- Print
  - Flyer and image brochure for pp in Germany (design, layout, print)
- Events
  - Science Night in Berlin: LHC Express (design and realisation)
  - Exhibition in Berlin (design and realisation)
- Sponsoring
  - Contracts with sponsors
- Corporate Design for pp

**Communicat**

April 2008

German Chancellor

CERN (?)

draft website ready

[www.die-weltmaschine.de](http://www.die-weltmaschine.de)

German journalists at CERN,

support CERN Press Office

June 2008

Science Night in Berlin

ABC Express: German

scientists explain CERN and

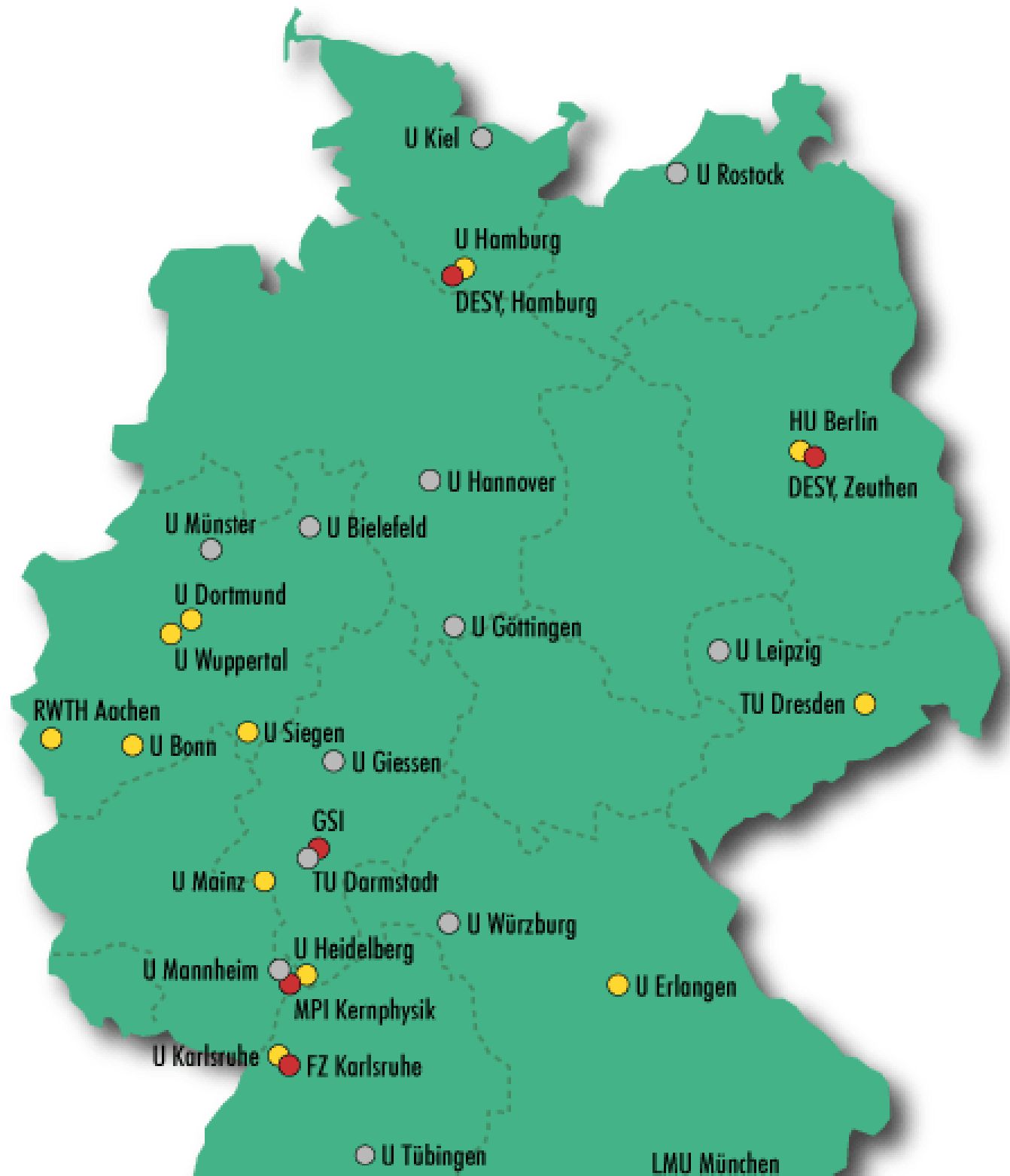
LHC

first media training for

scientists

2008

technical start-up





## **October 2008**

Exhibition in Berlin

14.10. to 16.11.08

Website ready

Brochure ready

## **October 2008**

Inauguration

Invitation to journalists at CERN,

CERN Press Office

- **From 2009**

LHC is running smoothly

- Monthly newsletter (German/English)
- 4 student journalists per year
- Update image brochure for press in Germany
- Update Master classes (LHC data)
- Other activities in Germany (travelling exhibition)

- **In 2011**

First results at the LHC

- Brochure with background information and first results

# More details

- > Science Night in Berlin
- > Corporate Design for LHC community
- > Exhibition in

Saturday, 14 June  
from 5 p.m. to 1 a.m.

way train will become  
C Express:  
n something about  
questions of pp  
information about  
and the LHC  
to the scientists  
have fun!

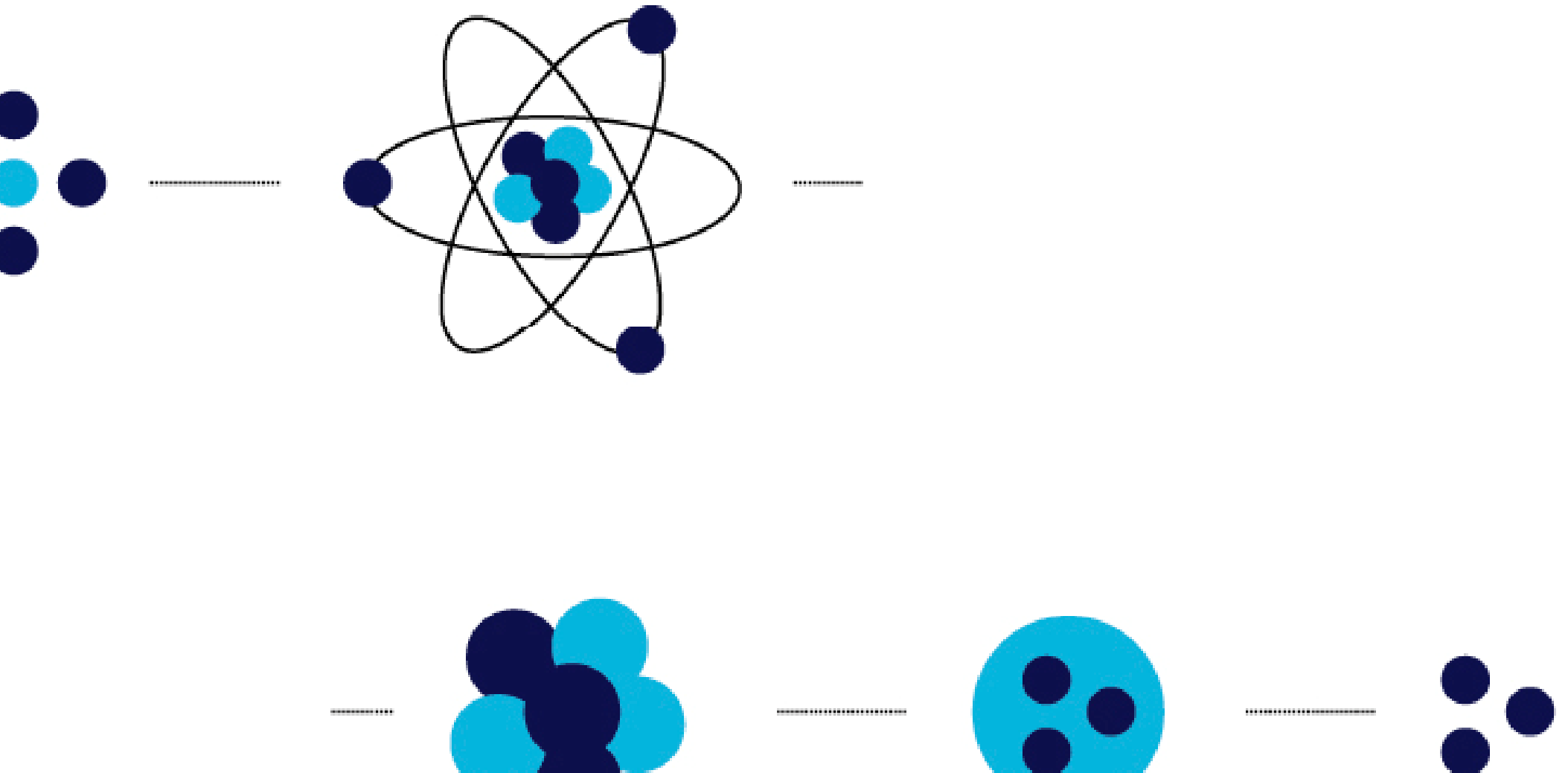
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e and the exhibition

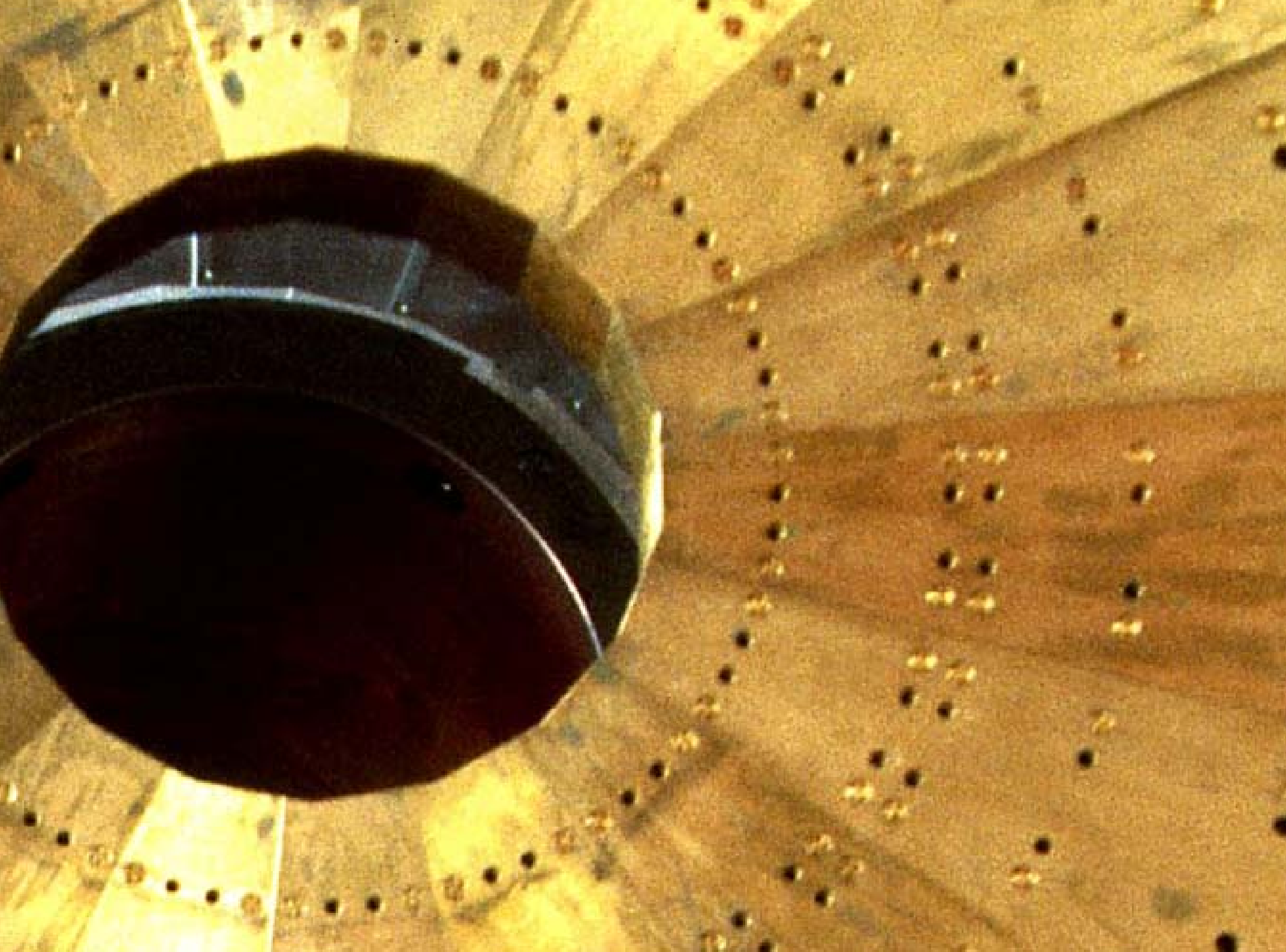




**Corporate Des**

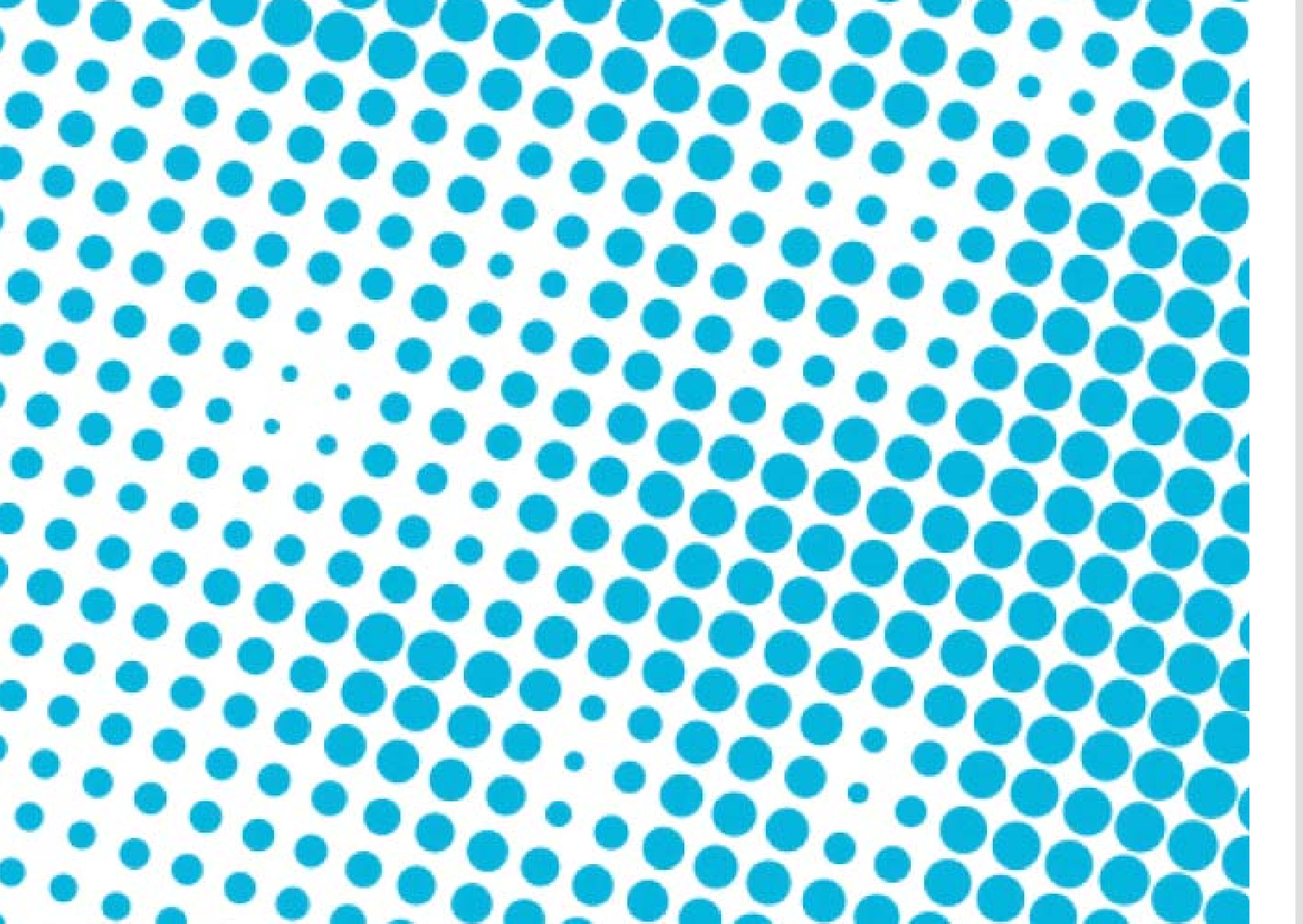
# Basic idea: the universe is built of particles

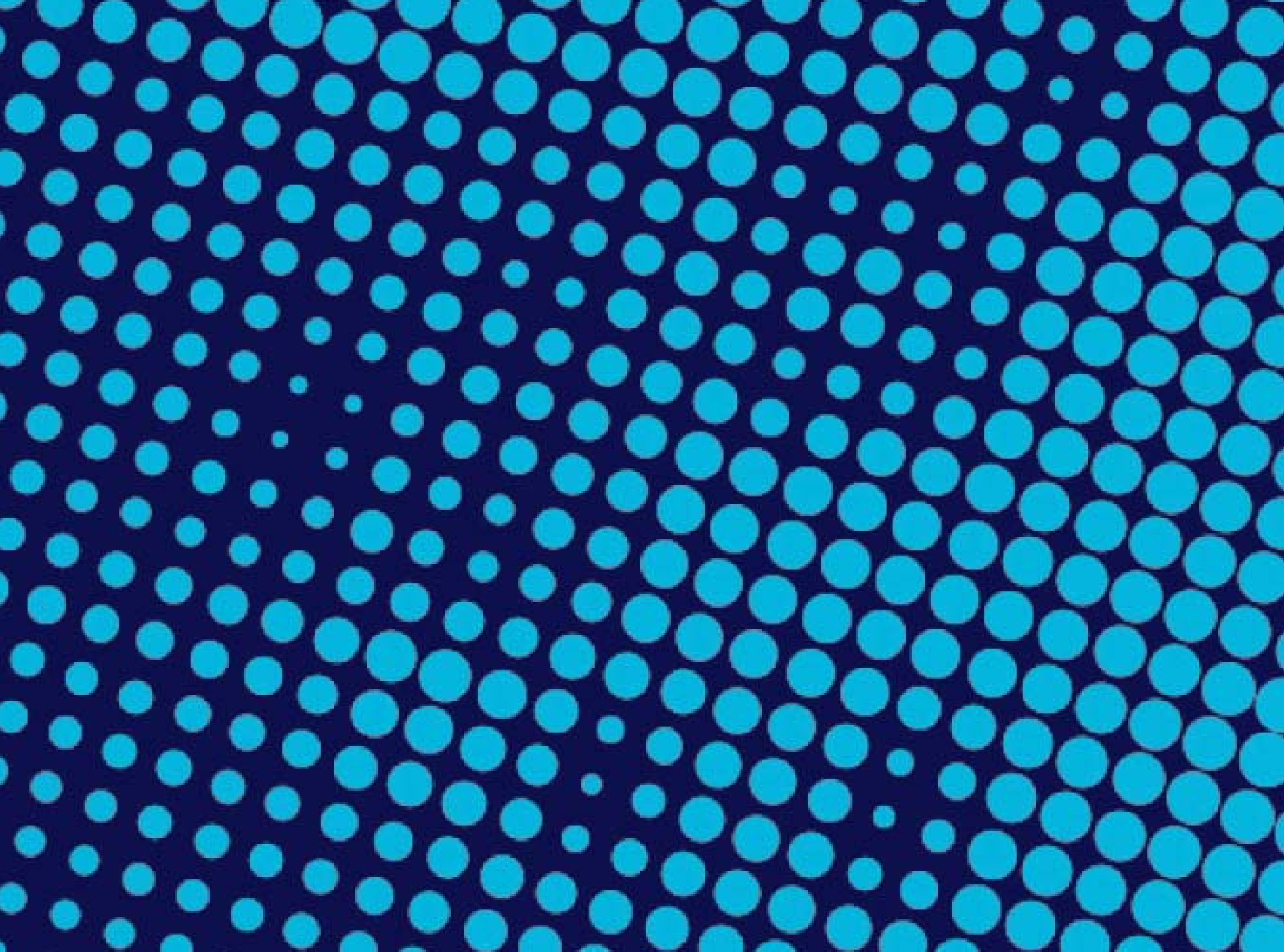










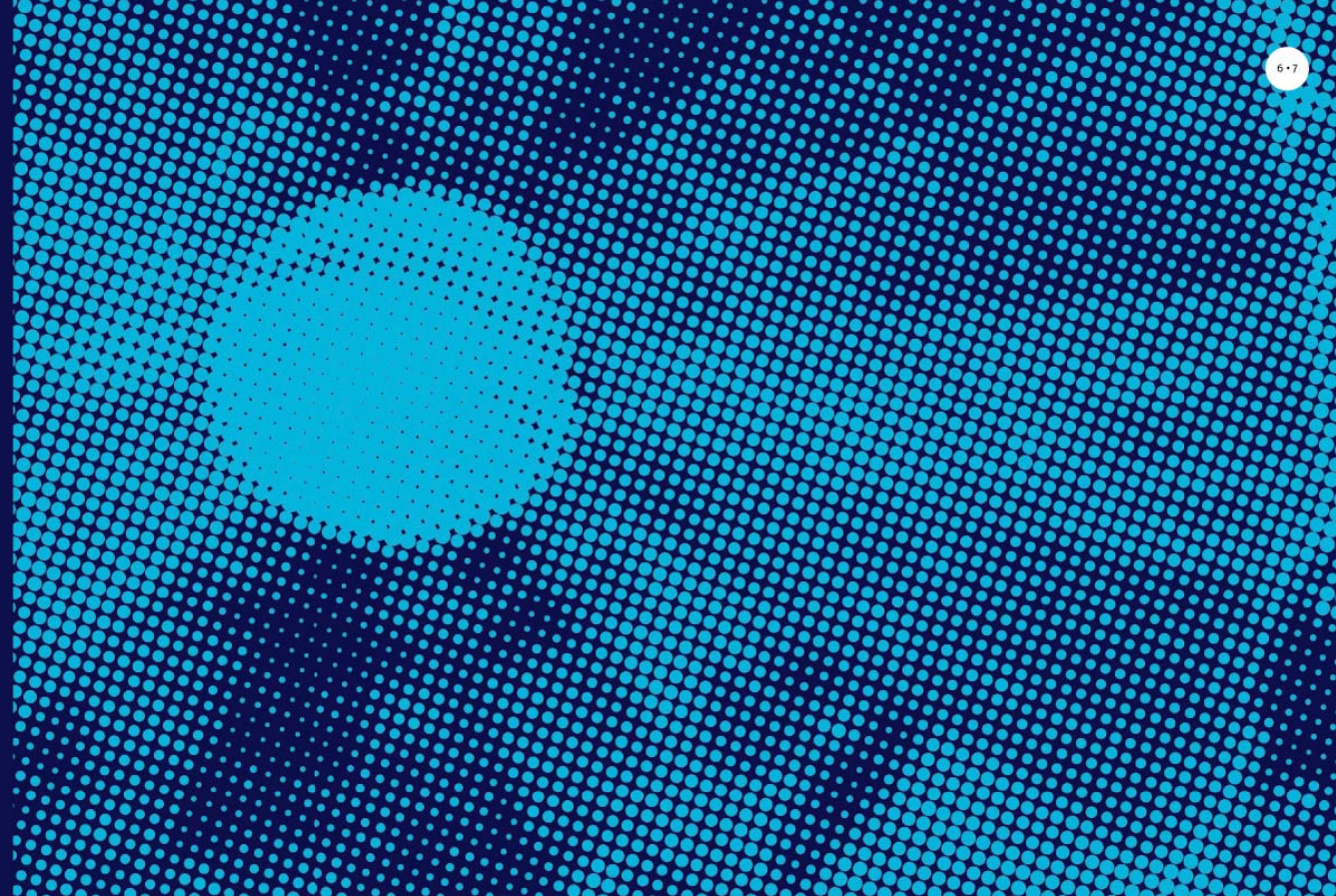




# ELT ASCHINE

NSTE TEILCHEN UND DAS GRÖSSTE  
ES UNIVERSUMS  
TELLUNG IM U-BAHNHOF BUNDESTAG

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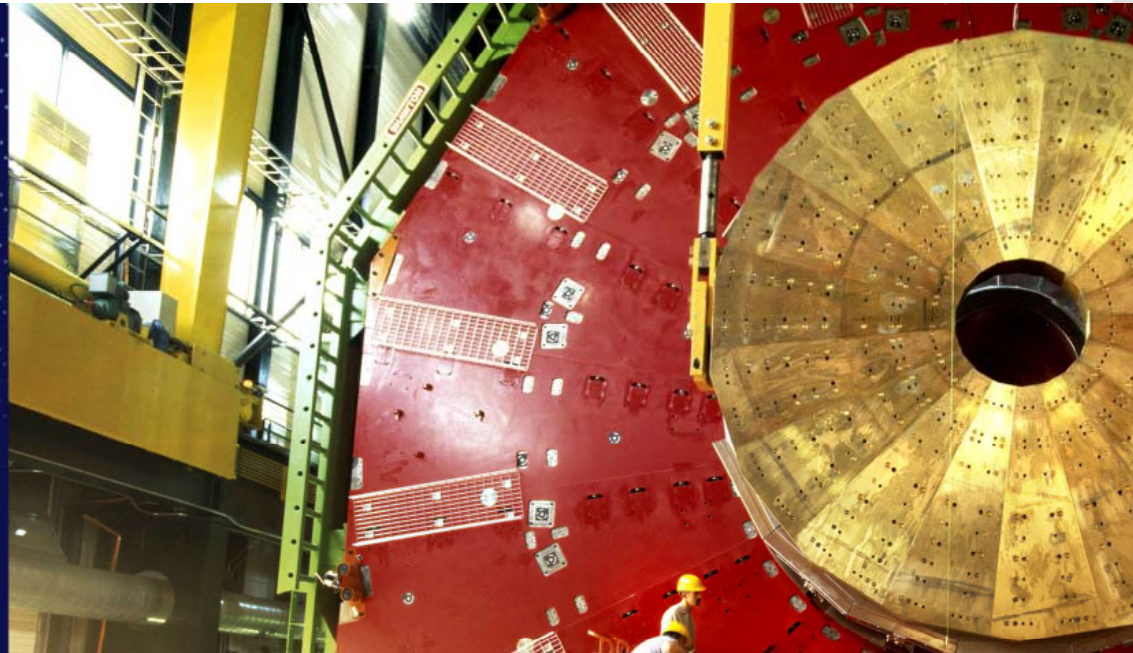
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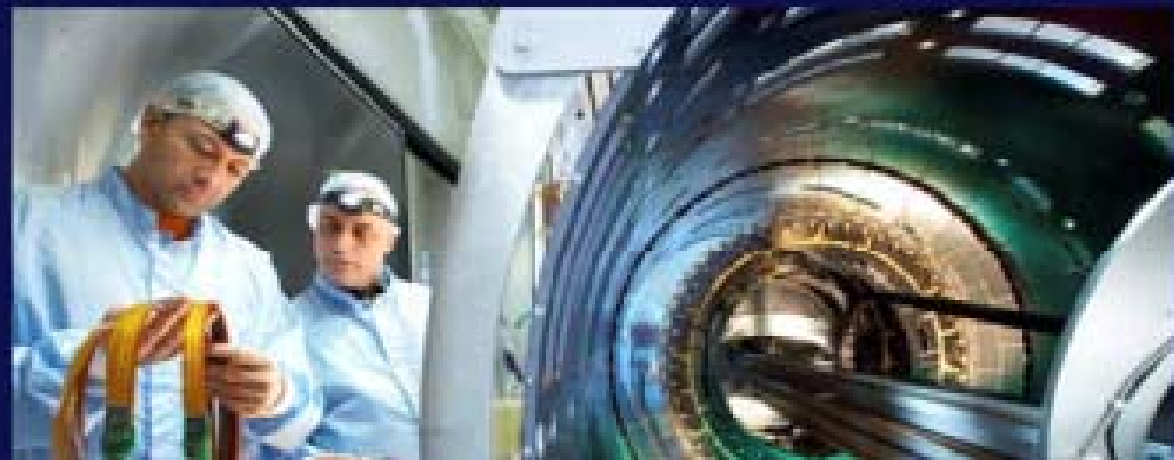
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**Exhibition in Be**

**Main station**

**Chancellery**

**Bundestag**

U-Bhf. Bundestag







Bundestag



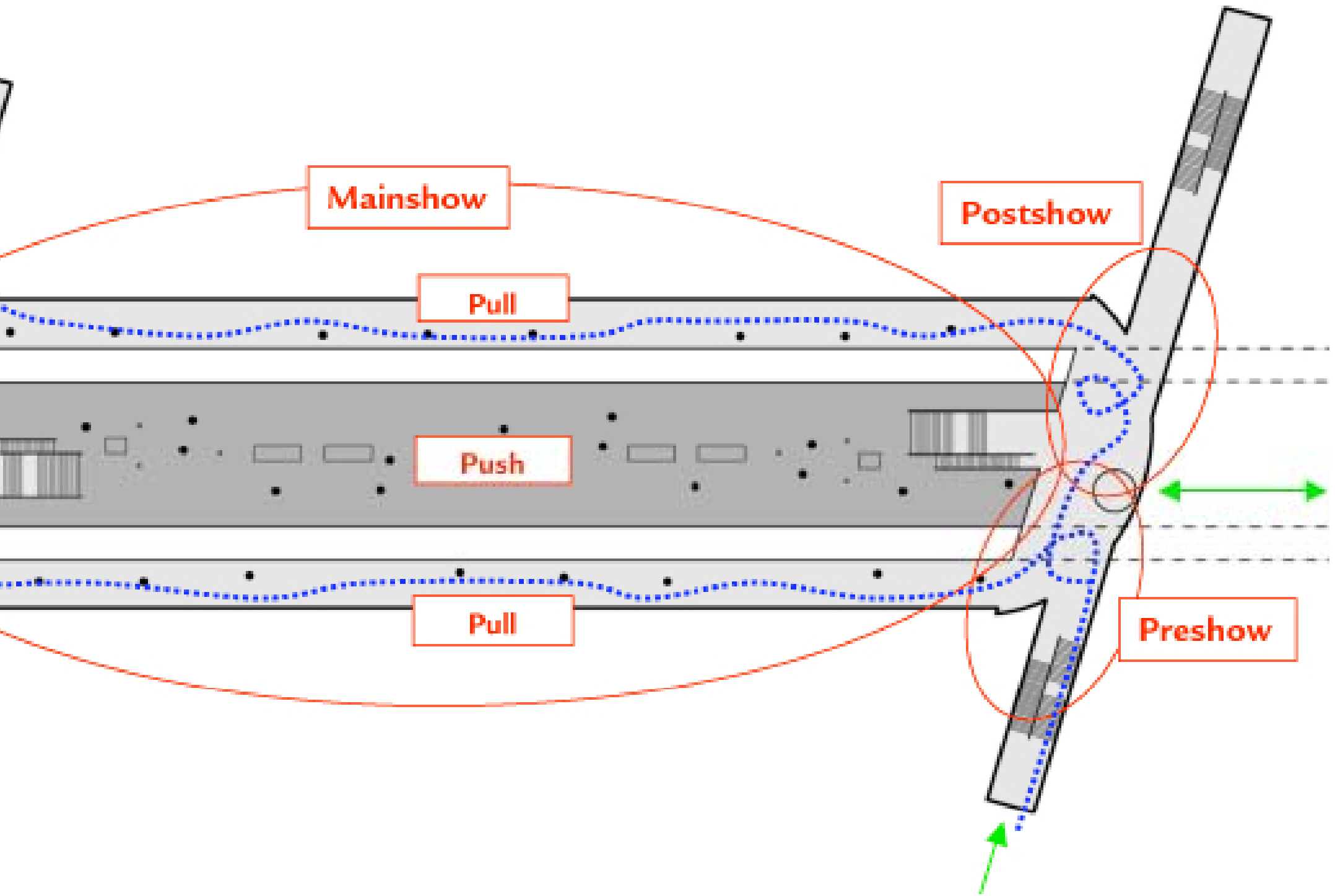


Hauptbahnhof ↔ Brandenburger Tor U55 →

Bundestag

**U55** Hauptbahnhof → Bundestag  
← Ausgang  
Otto-von-G...  
Kon...





# WELT MASCHINE

DAS KLEINSTE TEILCHEN UND DAS GRÖSSTE  
RÄTSEL DES UNIVERSUMS  
DIE AUSSTELLUNG IM U-BAHNHOF BUNDESTAG

11.09.11 - 04.10.2011 | 10h - 19h | U-BAHNHOF BUNDESTAG | WWW.DIEWELTMASCHINE.DE







**PULL**



... and more information.

