

CERN

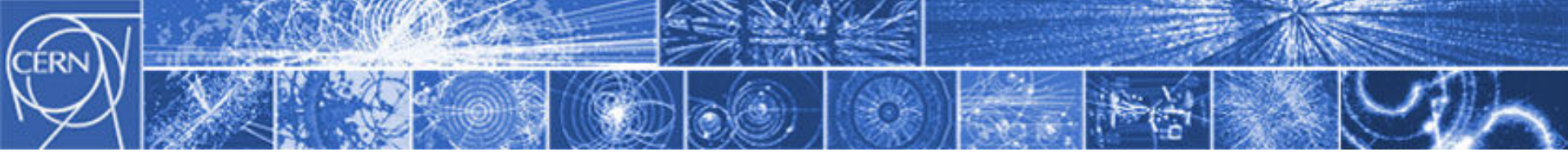
European Organization for Nuclear Research

Organisation Européenne pour la Recherche Nucléaire

The role of EPPCN

James Gillies, CERN

30 October 2009



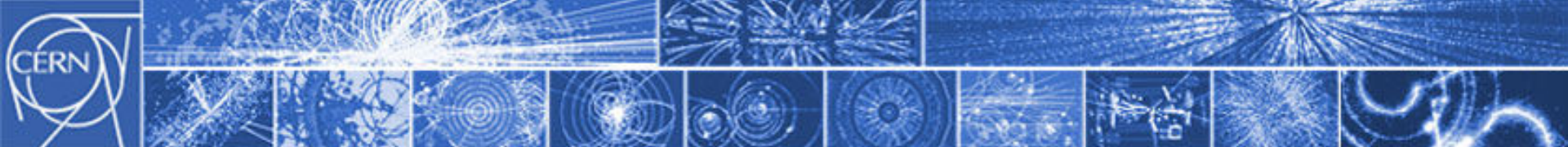
Origins...

EPPCN was born in 2006 at DESY Zeuthen as part of the European Strategy for Particle Physics:

“Council will establish a network of closely cooperating professional communication officers from each Member State, which would incorporate existing activities, propose, implement and monitor a European particle physics communication and education strategy, and report on a regular basis to Council.”

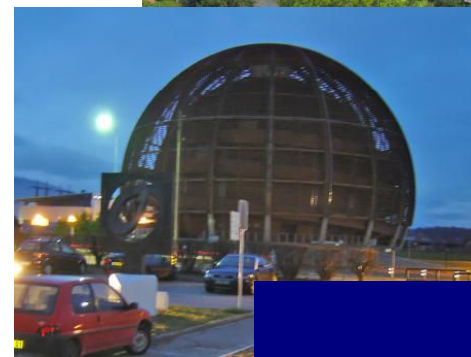
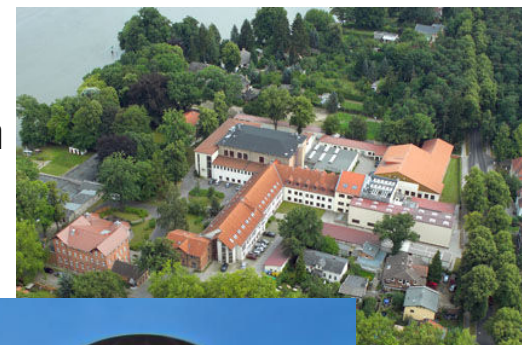
The chair of the session that created EPPCN is Rolf Heuer.





History

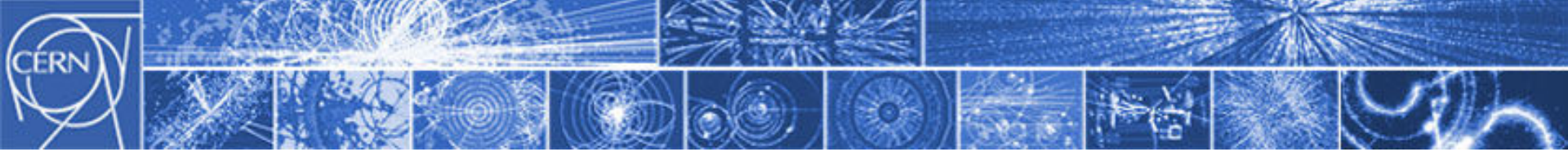
- 2006 – European strategy for particle physics, DESY Zeuthen
- 2007 – First meeting at CERN, second in London
- 2008 – Two meetings at CERN
- 2009 – Meetings at NIKHEF and at CERN



- 2006 – Recognition of the value of communication
- 2007 – Terms of reference, what's this group for?
- 2008 – Coming of age – LHC first beam
- 2009 – A well cemented team

PPARC

NIKHEF



Terms of reference

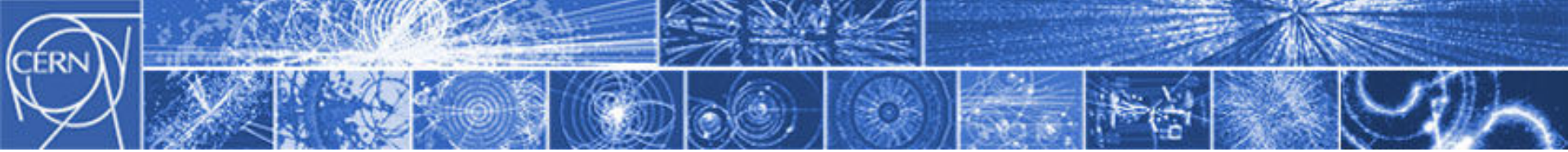
Mission Statement

The mission of the European Particle Physics Communication Network (EPPCN) is to strengthen the communication of particle physics in the Member States of CERN, the European Organization for Nuclear Research, through communication officers in the Member States and at CERN working together. The EPPCN reports to the CERN Council.

Specific issues

The EPPCN will:

- Strengthen communication between communications officers in the Member States;
- Review existing communications practices at CERN and in the Member States with a view to sharing best practice and maximising benefit in the Member States;
- Offer constructive advice on communication issues to Council based on consensus decisions made by the network;
- Prepare and implement communication activities based around the start-up and results from the LHC;
- Propose, implement and monitor strategies designed to foster long-term support for sciences related to CERN's mission, in support of the European strategy for particle physics.



EPPOG and EPPCN...

An ideal marriage?

“The secret to a happy marriage is choosing [a partner] who is smarter and at least five years younger than you, say UK experts.”



... so we should be fine!