



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under GA No 101004730.

# Communication activities

1<sup>st</sup> Steering Committee | 25 June 2021

Antoine LE GALL (CERN)



# I.FAST Communication & Outreach

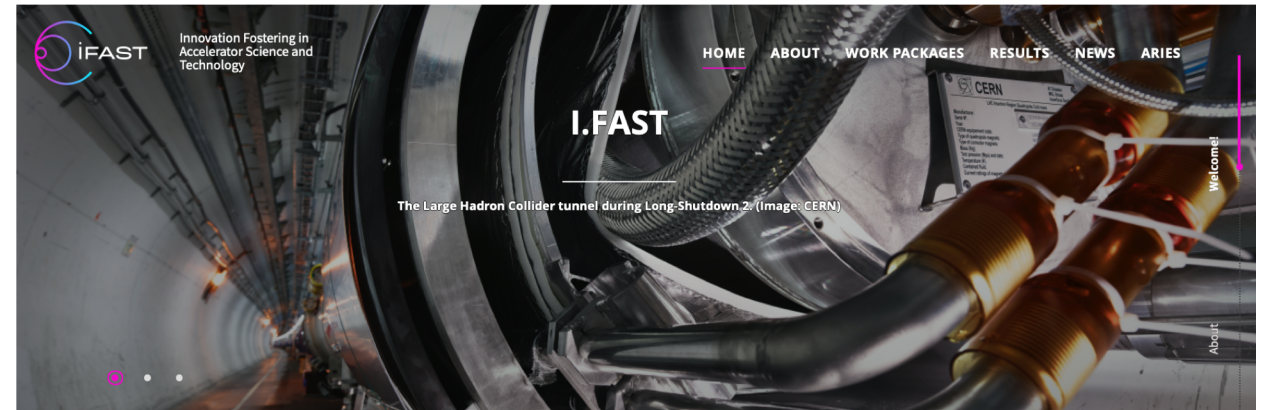
Task 2.2 Communications and outreach (**CERN**, GSI)

D2.1 M6 (October): Communication Plan

- Communication Strategy and Plan
- I.FAST website.
- Social Media strategy
- Internal electronic bulletin (production)
- Accelerating News (input & support)
- Two Accelerator Communication and Outreach (ACO) workshops to engage the network of communication officers from the major institutes of the European accelerator community

# Website – What's new?

- Graphic identity and branding updated.
- Easy access to the project's SharePoint
- Continuous updates following your requests.



## Innovation Fostering in Accelerator Science and Technology (I.F.A.S.T.)

Particle accelerators currently face critical challenges related to the size and performance of future facilities for fundamental research, to the increasing demands coming from accelerators for applied science, and to the growing applications in medicine and industry.

I.F.A.S.T. aims to enhance innovation in the particle accelerator community, mapping out and facilitating the development of breakthrough technologies common to multiple accelerator platforms. The project involves 49 partners, including 17 companies as co-innovation partners, to explore new alternative accelerator concepts and advanced

[ifast-project.eu](https://ifast-project.eu)

### CONTACT US

#### IFAST Project Office

Esplanade des Particules 1  
1211 Geneva 23, Switzerland

### QUICK LINKS

[Publication Database \(Zenodo\)](#)

[Project Events \(Indico\)](#)

[Intranet \(SharePoint\)](#)

[How to access the intranet?](#)



# Website – Next main updates (1/2)

## Image and video gallery (Planned)

- Too few partners provided content.
- Needed to:
  - illustrate working packages' activities.
  - produce content for website, brochures, videos, social media, etc.



# Website – Next main updates (2/2)

## “I.FAST in the media” gallery (planned)

- Needed to:
  - Collect and display all news related to the project.
  - Show the impact of I.FAST.
- Process:
  - Partners send us all news articles & Press Release they are aware of.
  - CERN creates a dedicated media alert to catch the remaining ones.

### Darmstadt: GSI und Fair erhalten 1,4 Millionen Euro von EU

Das Fördergeld erhalten GSI und Fair für ihre Beteiligung an vier internationalen Kooperationsprojekten. Eines davon beschäftigt sich mit einer neuen Krebstherapie.

### IJCLab au cœur du projet européen I.FAST sur les accélérateurs du futur

📅 28 MAGGIO 2021

### I.FAST apre la strada agli acceleratori di nuova generazione

TalTech to Take Part in CERN-Led Accelerator Innovation Project

# Press Release – Quotes and mention of CERN

- You should notify CERN for any:
  - Article or press release **mentioning** CERN.
  - Article or press release containing **quotes** from CERN people.
  - Communication using **CERN logo**.

# Website – Process for updates

1. **Email** and/or **meeting** to understand your request (edit, update or creation of page).
2. **Content** (text, quote, link, media).
3. **Test webpage** created, only visible to us.
4. **Iterations** on how to best display the information
5. **Final upload** on the I.FAST website.

# Social Media – Strategy in progress

- Objective:
  - Give coherence to our respective communication.
- Social media strategy in progress:
  - **Guidelines** (topics, hashtags, tags, “do’s & don’ts”).
  - Posts / media / cards **templates**.
  - Publication **calendar** (help us know your progress so we can plan in advance our communication).
- List of communication channels established.
  - Help us get in touch with your communication team.



# Accelerating News – In progress

- Daniela Antonio is still in charge of the next issue.
- We invite you to get in touch with her and the other editors to share your results and accomplishments.

# What's next?

- Help us complete a **communication calendar** with key points in each work package
- Help us review **key messages** and ensure they represent the entire group of partners
- Identify **communication contacts** in your institutions for dissemination
- Contribute to the **image gallery** with images representing your institutions and WP
- Create an **introduction video** for each task (we will provide guidelines)



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