

Higgs@10 Communications and Outreach Campaign 2022

A multi-channel, multi-audience communications and outreach campaign.

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Teacher and Student Forum | 22.03.2022

Themes and Messaging

Celebration

The discovery of the Higgs boson changed the field of particle physics and its future perspective

10 years on

We **know much more today** about the building blocks of the Universe and their interactions than we did 10 years ago and are **following interesting leads** via the full exploitation of the LHC and its high luminosity upgrade (HL-LHC)

Preparing the future

CERN is investigating the **feasibility of a future collider** as a crucial tool to unlock the outstanding mysteries of the universe. The new collider could have a 100km circumference and reach collision energies of at least 100TeV enabling the search of new physics.

Celebration

The result of decades of incremental research
Questions answered, remaining questions, and new questions
Impact beyond the field of particle physics (astroparticle physics, cosmology,...)

Example of successful international collaboration
A model for global scientific projects

Discovery underpinned by cutting edge technological innovation (accelerators, detectors, computing)
Applications in society

Proven socio-economic benefits (business opportunities, capacity-building, job creation)

Inspiration for fundamental research and careers in STEM

10 years on

Compelling results over the decade
Interesting leads from research at the LHC
Full exploitation of LHC and HL-LHC

A decade of successful international collaboration

Cutting-edge technological innovation (e.g. HL-LHC)
Current and potential applications in society

Socio-economic benefits of HL-LHC (and upgrades?)

Inspiration for fundamental research and careers in STEM

Preparing the future

Physics case for a future collider
FCC Feasibility study
Accelerator R&D programme
Scientific diversity programme

Framework for unprecedented global collaboration
CERN's history of successful ambitious projects

Cutting-edge technological innovation
Potential applications to societal challenges – health, environment

Continued socio-economic benefits, including opportunities for industry and job creation

Inspiration for fundamental research and careers in STEM

The cost of a future collider (will be distributed amongst global community and over several decades)

Themes and Topics

Target audiences*

- CERN community
- Particle physics community
- Decision-makers
- Local communities
- General public
- Teachers and students
- Industry
- Media (as a vector)

* Not listed in order of priority

Components of the campaign

Events

- Higgs symposium (core pillar)
- Run3 first physics Live
- Local public events

Products

- Visual identity kit
- Videos and animations
- home.cern Higgs “portal”
- Backgrounders
- Digital communication kit
- Education resources
- Exhibition

Channels

- home.cern
- Social media
- Media relations
- CERN Courier
- CERN Bulletin
- Education programmes
- voisins.cern

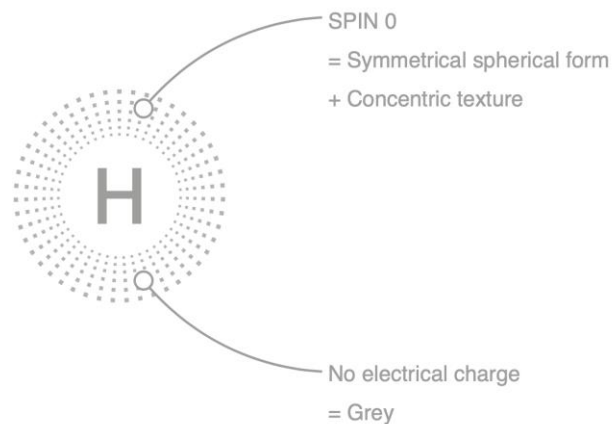
Logo

Celebration

10 years on

Preparing the future

based on the Higgs representation



WHAT DOES IT MEAN?
WHY IS IT IMPORTANT?
WHAT'S NEXT?

years HIGGS boson discovery

A large red circular pattern of dots is on the left. To its right are three dark blue boxes with white text. Below these is a small version of the Higgs logo.



Visual identity pack (online)

Colour and pattern palette



Language palette



Higgs scientific symposium + Media briefing / Interviews

When: 4 July 2022

- Morning (9-12h30) – plenary-type talks on past, present and future
 - Last talk summarise the progress made to date, and what lies ahead (Fabiola)
 - Aiming for diversity (gender, age)
 - English and French webcast - TBC
- Afternoon (14-18h) – presentation of new Higgs results (parallel session-like)

Where: CERN Main Auditorium + webcast + live broadcast on CERN social media channels

Target audiences:

Particle physics community

CERN community

Media

Teachers and Students

Status

- Speakers being invited and accepting
- Save-the-date before Easter

Live of Run3 first physics

10 years on

Preparing the
future

+ Media Update

Live with running commentary from 4 LHC experiments, CCC (main hub), data centre

- streamed on CERN and experiments' social media channels (Facebook, YouTube, Twitter) + CERN webcast

Media update on the day + VNR (Video News Release) aired via satellite to EBU

When: around 15 June, but firm date after LHC re-start (planned for Easter)

Supporting products

- Pre-recorded interviews with LHC experiment spokesperson and others, theorist, Director ATS
- Run3 physics backgrounder
- Animation (countdown – beam synchronisation – collisions – new energy record)
- Event displays on the day

Status

- Production truck confirmed
- Volunteers being recruited
- Interviewees and questions

Media + Social media

3 milestones

LHC restarts (Mid-April)

- Engineering
- Upgrades

#restartingLHC [Mar-Apr]

Media:

- Media update
- Backgrounders & video
- Media training

Run 3 begins (Mid-June*)

- Physics
- Unanswered questions

#LHCRun3 [Apr-Jun]

Media:

- Media update + VNR
- Backgrounders & video
- Media training

Higgs@10... (4 July)

- Physics (incl. answered questions)
- Achievements (incl. KT)
- Future projects

#Higgs10 [Jun-Jul]

Media:

- Press release + VNR
- Press briefing
- Backgrounders & video
- Media training

Higgs@10 content

Celebration

10 years on

Preparing the future

First level answer

Questions

What is the Higgs boson?

What have we learnt about the Higgs in the last 10 years?

What are we still looking for?

What does it mean for me?

Home.cern

Higgs quick facts

Link to...

Home.cern, Courier

Evergreen content (existing and new)

Bulletin articles

Courier features

Status

- Drafting Higgs quick facts and 2nd level content
- Developing Layouts

Public events

Screenings of *Particle Fever* + Q&A

- In local communities (Divonne, Bellegarde, Gex/Saint-Genis, Annemasse, Bonneville, Meyrin) [Apr-Jun]
- At Globe as part of Cineglobe, with webcast [3 July]
 - Two screens – outside and inside Globe; Q&A inside
 - DG confirmed for Q&A
- *Nuit de la Science* (Geneva) [9-10 July]
 - Higgs-related hands-on activity

Status

- Identified speakers for local Q&As
- Securing venues
- Preparing Cineglobe logistics

Partners

- LHC experiments
- Machine OP team

- EPPCN
- Interactions
- IPPOG

- Directorate (Governance)

Thank you!
Happy to take questions