

Communication & Outreach

WP2: Communication, Outreach and Knowledge Transfer

Antoine Le Gall (CERN)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004761.



Project website
aidainnova.web.cern.ch



Mailing lists,
including internal newsletter



External newsletter
On Track (quarterly).



Participants channels,
including social media



Events
Workshop, conference, nights

- **Market-innovation trends in Europe** -> Featured in CERN annual report and other publication.
- **Blue sky projects** (one article about each project).
- **Introduction to WP** (WP5 & DMAPS).
- **Publication committee** (explanation & advertisement).
- **Reports** (ICHEP 2022, European roadmap for detector R&D).
- **Announcement** (school + hackathon)

It is time to focus on **impact**.

- **During the event:**
 - **Social media kit:** image template (adaptable) and hashtags (#AIDAinnova; #H2020; @EU_H2020).
 - **Google Drive** to drop the pictures you took during the event.
- **After the event:**
 - Article reporting on the event.
 - Articles following contacts (sustainability, society, innovation & more!).



- **Update** our communication calendar (events, announcement, project milestone).
- **Identify** the project's impact (sustainability, society, innovation).
- **Advertise** this impact:
 - Brochure / Leaflet.
 - Poster / Roll-up.
 - Other.

What can AIDAInnova do to build a more effective, engaging communication?

- 1. Provide a service** Website updates, creation (flyer, poster, video, photo).
- 2. Build a story**
- 3. Disseminate in the press** (specialised and not)

1. Explain your activity.

Help us understand your work, its context and its future.

2. Coordinate your communication with us.

We can help you to disseminate your work and events, and to report on its conclusion outside of the field.

3. Involve your institute and the beneficiaries you work with.

You already have ties with your partners. We must take advantage of the multinational, diverse nature of AIDAinnova to best disseminate your work.