

Physics Beyond Colliders Communications Strategy

Thursday 18 July 2024 15:00 (15 minutes)

Launched in 2016 and confirmed by the Update of the European Strategy of Particle Physics, the Physics Beyond Colliders Initiative aims to exploit the scientific potential of CERN's accelerator complex and technical infrastructure, as well as its expertise in accelerator and detector science and technology. The diverse PBC projects, ranging from QCD to BSM searches and, in particular, searches for feebly interacting particles, complement the goals of the Laboratory's main collider experiments by targeting fundamental physics questions. Flagship projects emerging from PBC include the NA64 experiment, which is searching for light dark matter, and the ECN3 high-intensity facility in CERN's North Area.

This presentation will highlight the new communications strategy that supports both the PBC Initiative's general outreach and will also discuss a few use cases of how this strategy supports specific projects that need to increase their global visibility.

Alternate track

I read the instructions above

Yes

Author: BERNHARD-NOVOTNY, Kristiane (CERN)

Co-authors: ARDUINI, Gianluigi (CERN); JAECKEL, Joerg (ITP Heidelberg); SCHNELL, Gunar; VALLEE, Claude (Centre de Physique des Particules de Marseille)

Presenter: BERNHARD-NOVOTNY, Kristiane (CERN)

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