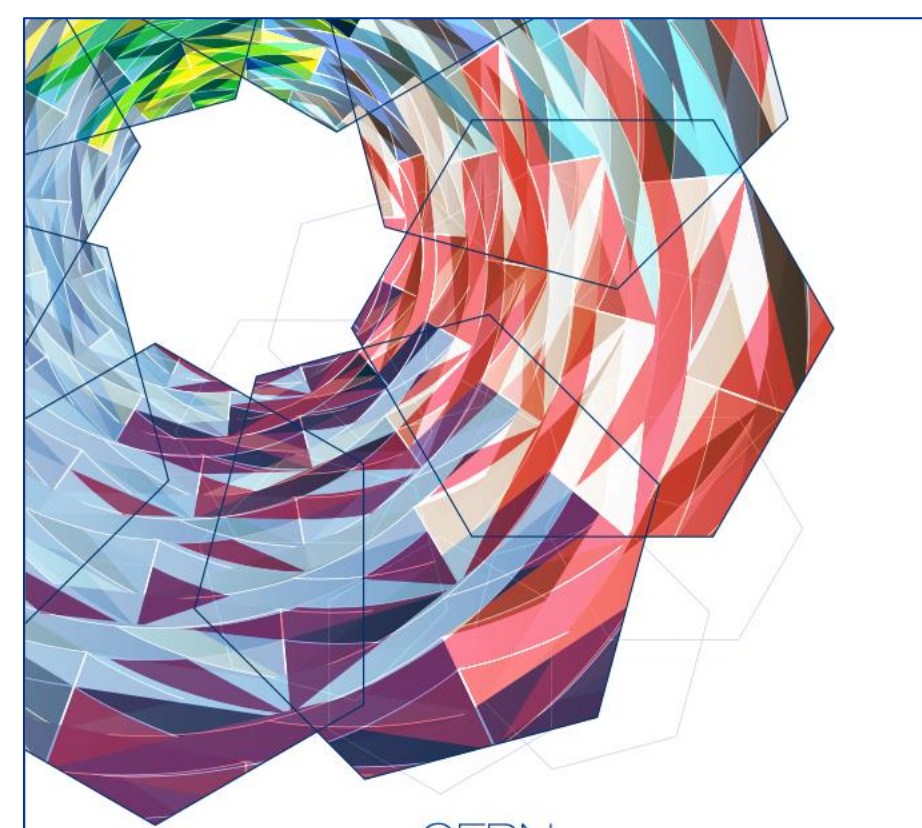




KT communication channels

Manuela Cirilli, Marzena Lapka

KT Forum | 3 October 2023

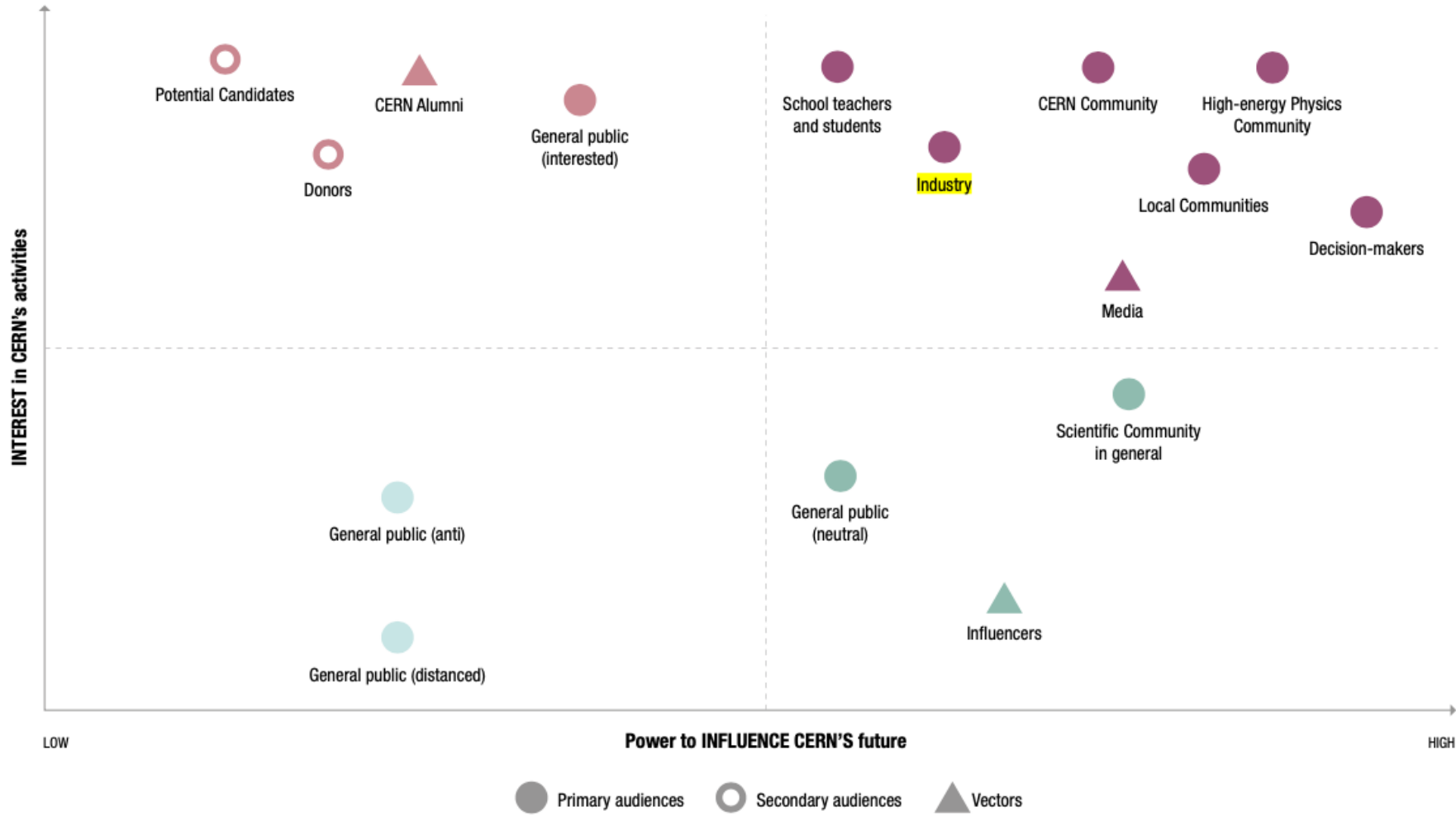


CERN
Communications
Strategy
2021-2025



Communications consists of the sharing of information by a variety of specialists and generalists in an organisation. Many groups and people communicate about CERN, for different reasons, in many different ways and using different media. The strategy described herein sets out CERN's main pillars of communications, within which more granular communications strategies and/or plans may be developed, aligned with the overarching goals and messages (e.g. media relations, internal communications, Knowledge Transfer, Human Resources, etc).

The **Education, Communications and Outreach (IR-ECO) group** within CERN's International Relations sector takes the lead on the determination, development and execution of the strategy. For wider reach and impact, the definition and delivery of projects are either centralised (carried out by IR-ECO) or distributed (carried out by Departments' communications and outreach teams in collaboration with IR-ECO).



From the above map, audiences have been classified as primary, secondary or vectors to help the Organization reach further with communication messages and products.

**TARGET
AUDIENCE**

MESSAGES

INDIRECT OUTCOMES

Industry

Contracts with CERN bring benefits to your area of business and drive your innovation.

Tapping in to CERN's unique technologies and know-how is an opportunity for you to shape the future of technological innovation.

By partnering with CERN in ambitious scientific projects you will be contributing also to address societal challenges, from health to the environment.

Creation of long-term collaborations with industrial partners in key/strategic CERN projects (e.g. future colliders).

Public and active expression of support towards CERN and the demonstrated benefits of working with CERN (including innovation).

KT communication

In CERN's KT group we have a Communication, Marketing, and Training section (KT-CT)

Generate an increase in industrial knowledge transfer partnerships and technology licensing

+ reinforce CERN's core communication goals, including:

to increase awareness and understanding of CERN's impact on society;

**to increase visibility of Member States' participation in CERN's activities
and the associated return on investment.**

KT communication channels – mainly INTERNAL

CERN BULLETIN

(Internal newsletter – published every 2 weeks)

SCREENS IN ALL RESTAURANTS

E-MAILS

(e-groups, department mailing lists etc.)

CERN DEPARTMENTS' NEWSLETTERS

KT communication channels – hybrid

KT website

(A place to store Value Propositions, technology briefs, but also policies etc)

Articles on CERN website, CERN Courier

(News that have a strong *CERN's impact on society* component)

<https://home.cern/news?topic=1119>

CERN social media

KT seminars

KT communication channels – mainly EXTERNAL

CERN KT newsletter

Quarterly wrap-up for those subscribed – mainly external audience.

<http://kt.cern/newsletter>

CERN KT LinkedIn

Launched in June 2023. Giving a face to the KT group and entering into conversation with existing and potential partners.

<https://www.linkedin.com/showcase/cern-innovation-partnerships/>

CVC Twitter (now X)

For the world of startups

CERN press releases

KT in the media

(Interviews etc)

Print

Brochures + highlights (annual reports)

As of 2023, limited print

Third party communication

(News published by our partners; as of 2023 shared on the KT website and the LinkedIn channel.)

<https://kt.cern/news> - marked "News from our partners"



CERN Innovation Partnerships

CERN technologies for your innovation

Research Services · Meyrin · 2,108 followers



Communication and marketing material

Slide decks

Tech brief

Videos

Press kit

Photos

...

