



“WHAT’S THE MATTER?”

COMMUNICATION  
& OUTREACH



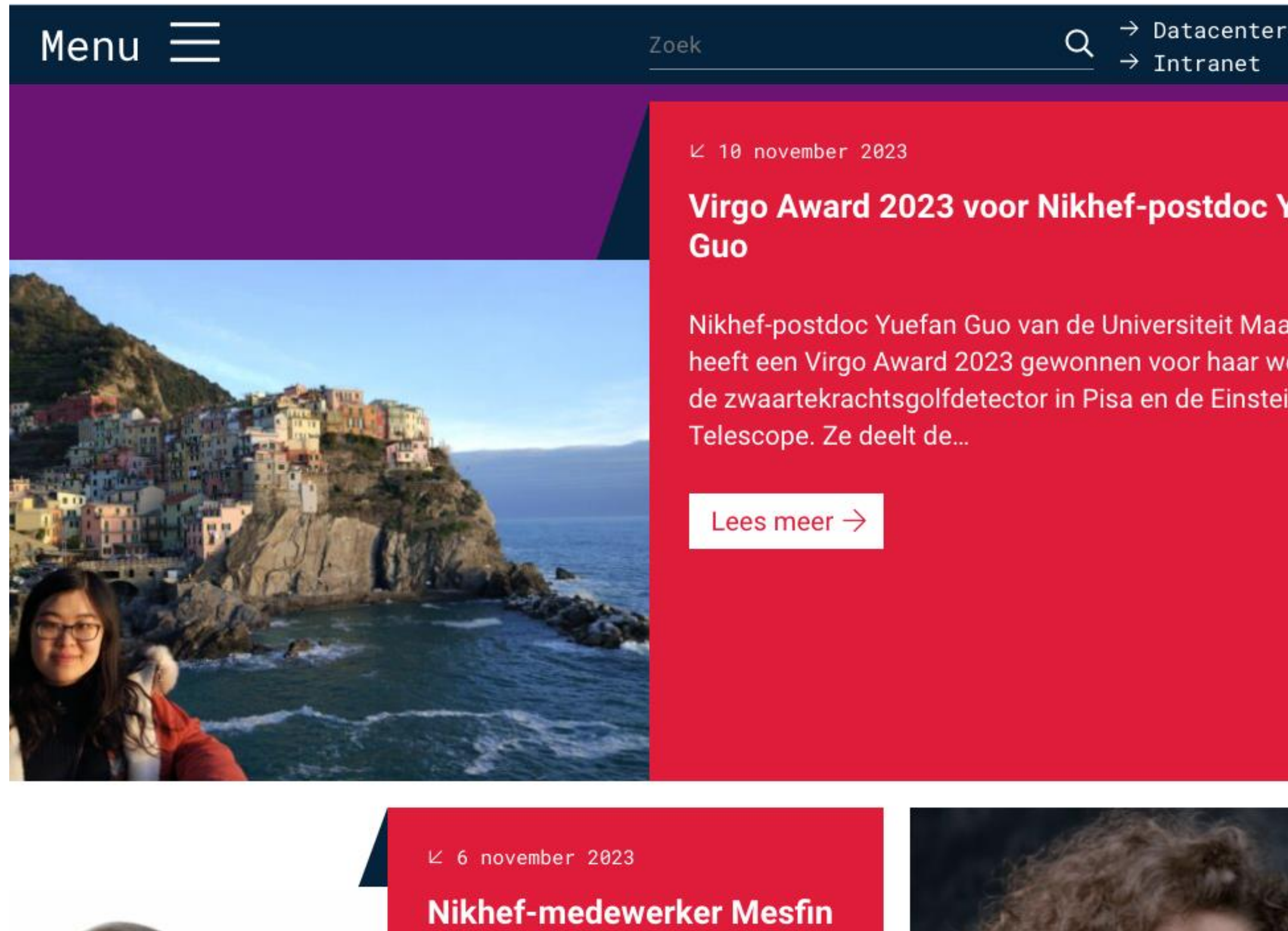
# COMMUNICATION & OUTREACH

- External communication
- Outreach activities
- Internal communication
  
- Staff 3 + freelance
- Major renovation Amsterdam





# EXTERNAL COMMUNICATION



- Press & media
- Nikhef.nl & social media
- DIMENSIES magazine
  
- 60 NEWS ITEMS PER YEAR
- 4500 FOLLOWERS
  
- EINSTEIN TELESCOPE OFFICE

# OUTREACH ACTIVITIES

- Masterclasses
  - Muon experiment for schools
  - Physicist in the classroom
  - Nikhef open days
  - Dutch CERN teacher programme
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- LAB/EXPOSTRIP VISITS
  - SHOWLAB
  - LECTURES AND EVENTS



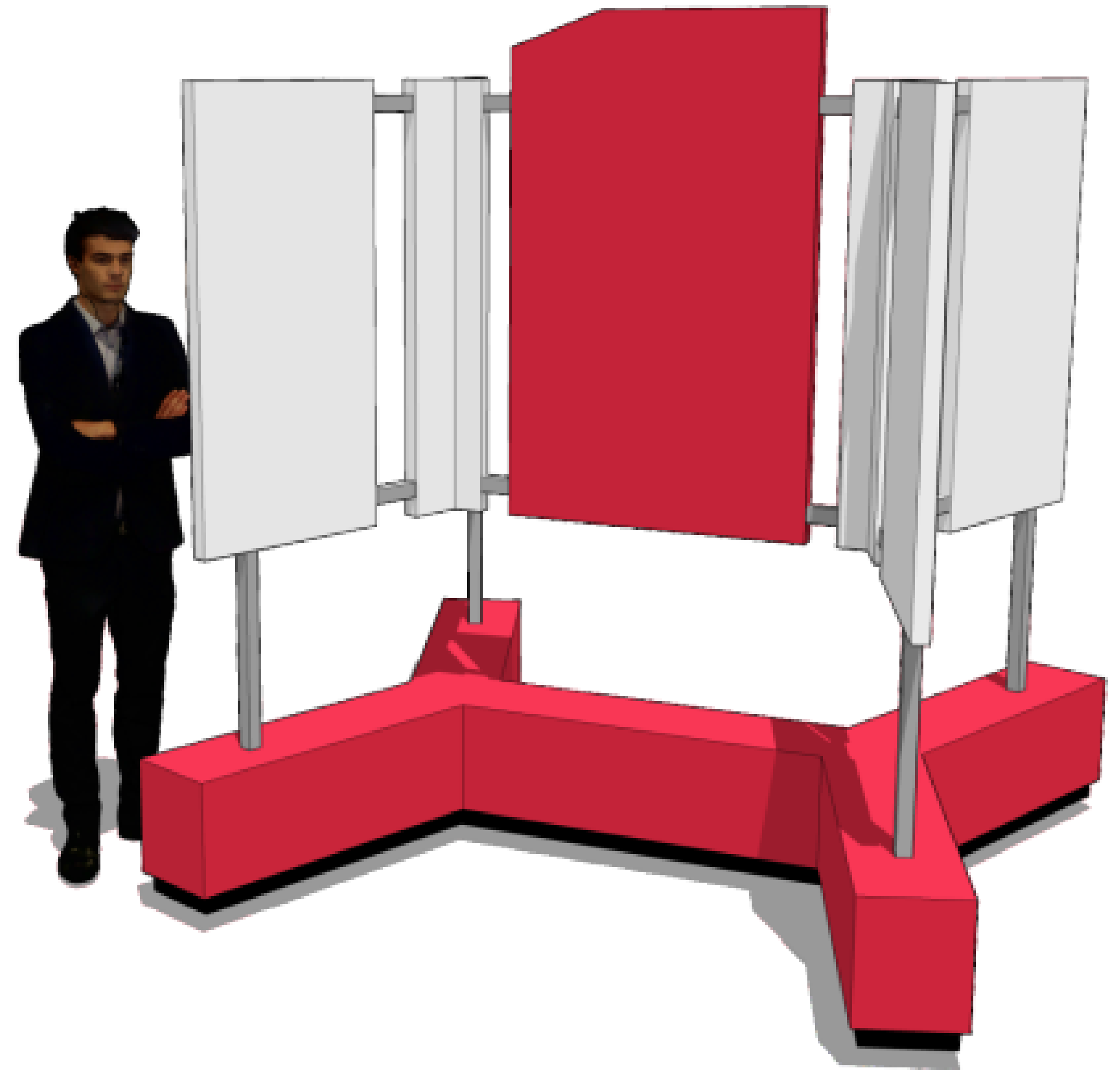
# INTERNAL COMMUNICATION



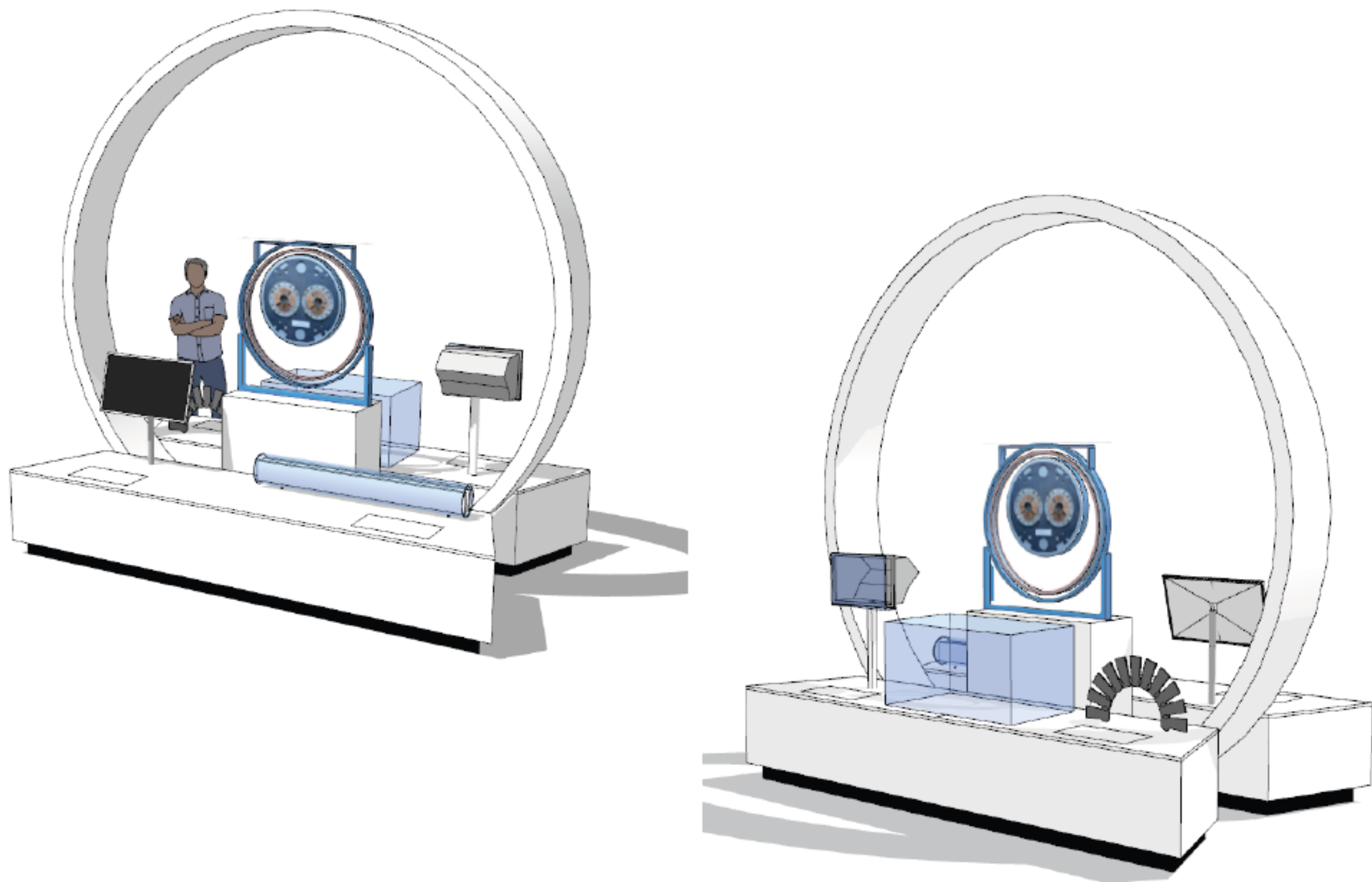
- Nikhef: 6 university partners
- Connecting
- Informing
- REDESIGNING PROCESSES
- NEW CHANNELS

# NIKHEF EXPOSTRIP

- In-house exhibit
  - Schools / relations / colleagues
  - 75k budget
  - External design
  - Nikhef concept, content and supervision
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- OPENING JANUARI 2024

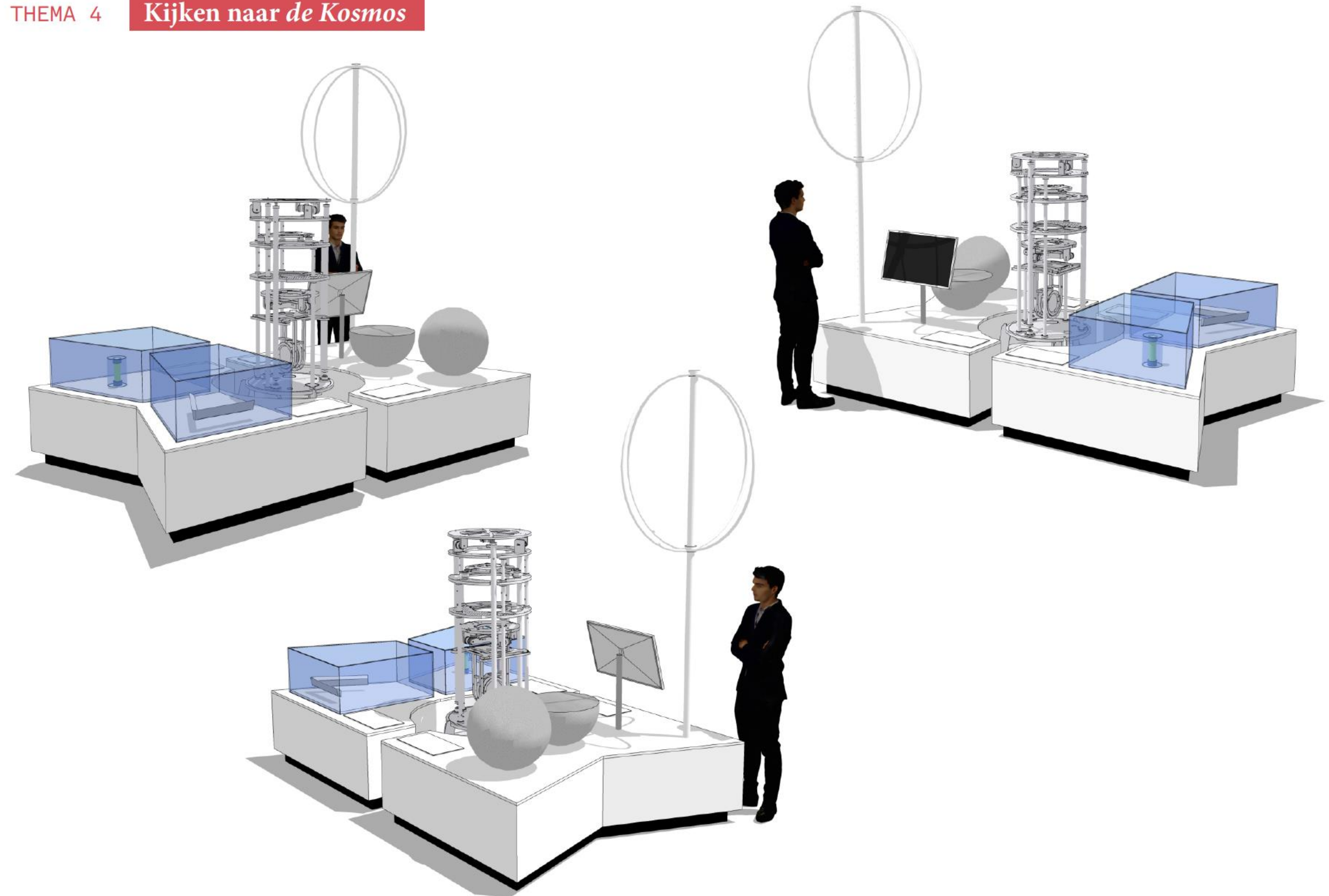


THEMA 3 **Versnellen en botsen**



SCHAAL 1:10

THEMA 4 **Kijken naar *de Kosmos***







COSMOS BOOK PRIZE

YOUTH JURY