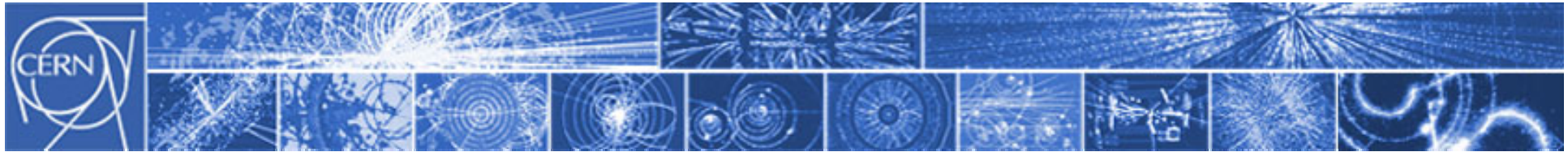




# Objectives of today's meeting

James Gillies, Head, communication group, CERN

12 June 2007

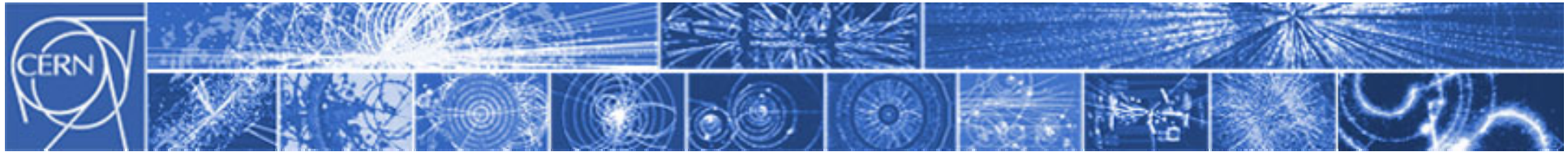


Making the most of the unique communications opportunity presented by the start-up of the LHC.

Maximizing the public image benefit for particle physics in the CERN Member States.

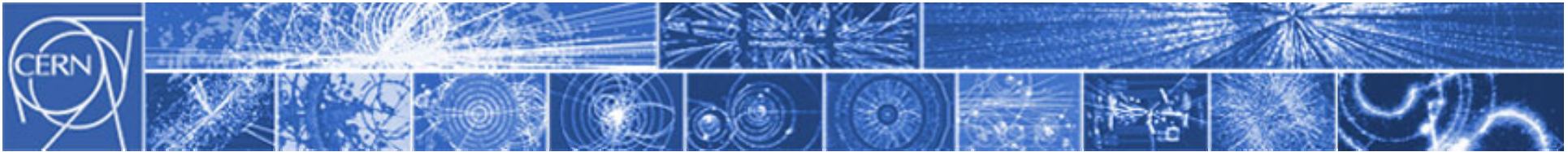
Ensuring that we are communicating as effectively as possible in each Member State.

- Understanding how communication is organized in each Member State
- Establishing clearly defined contact points in the Member States
- Sharing resources to avoid confusion and duplication, and to maximise impact
- Determining key messages to be transmitted to all key audiences
- Fixing time and place for next meeting, following which a report to Council will be made

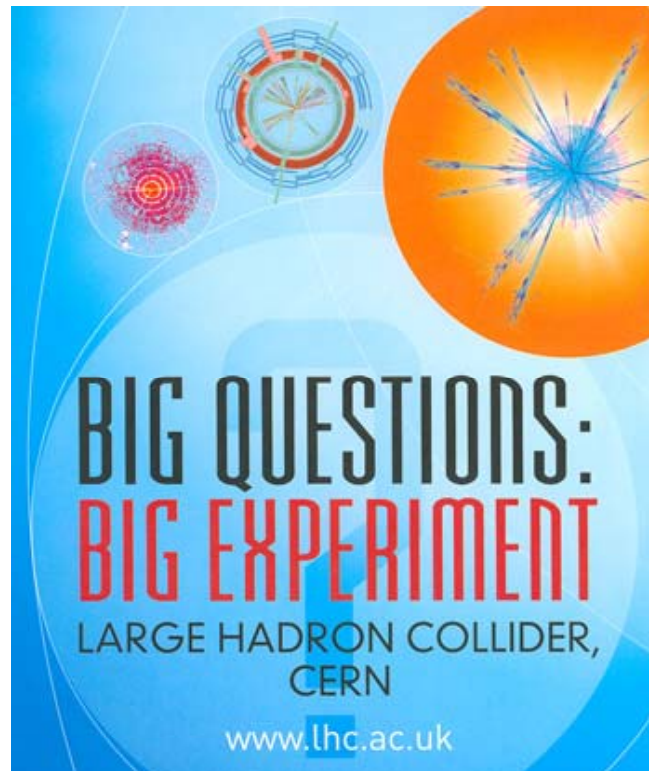


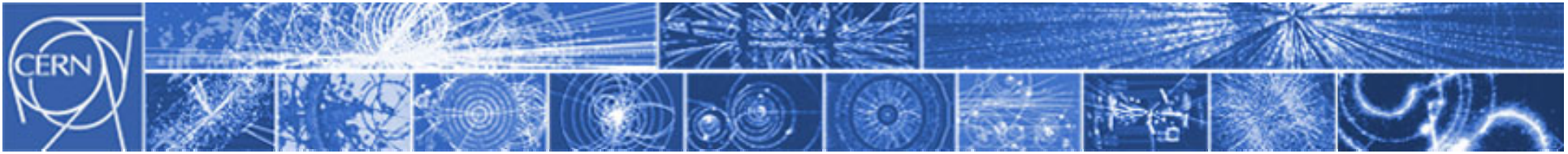
## The order of the day

- Round table introductions, short presentations of communication in the Member States
- Presentation of the CERN communication group and LHC communication plan
- Media work
- Corporate communication
- Public outreach
- Time and place for next meeting

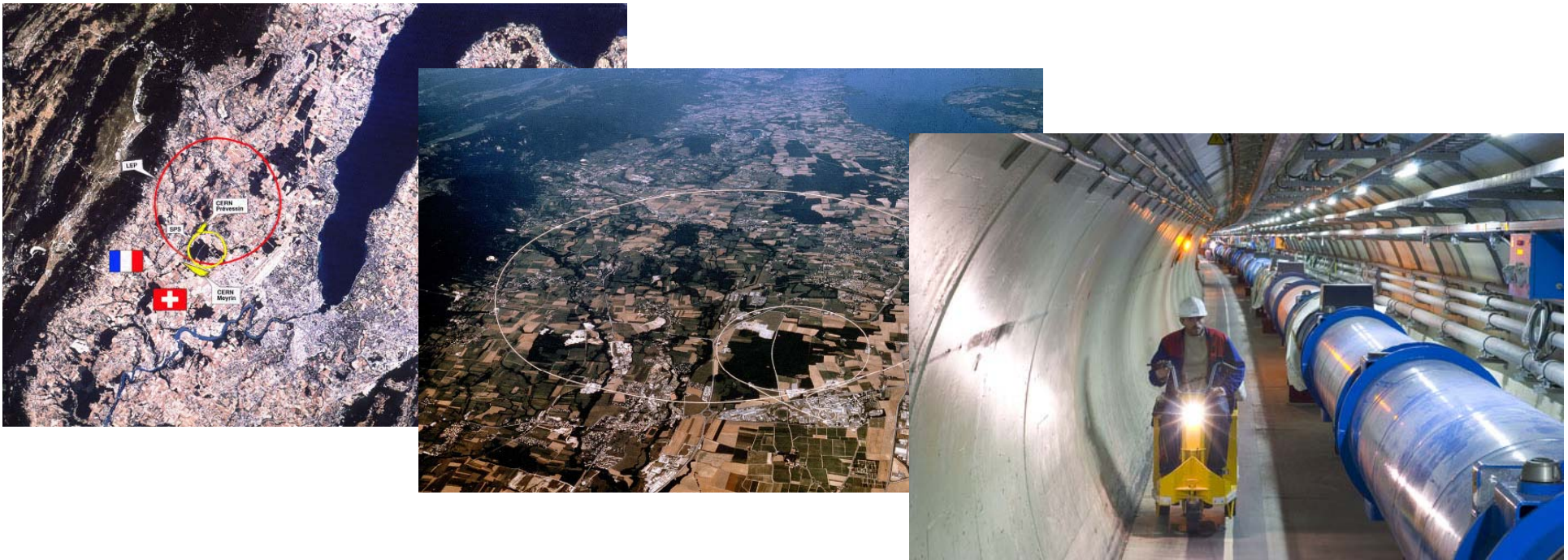


What are the key messages?

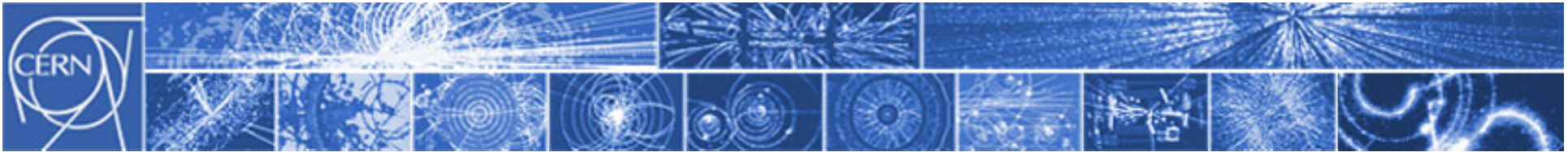




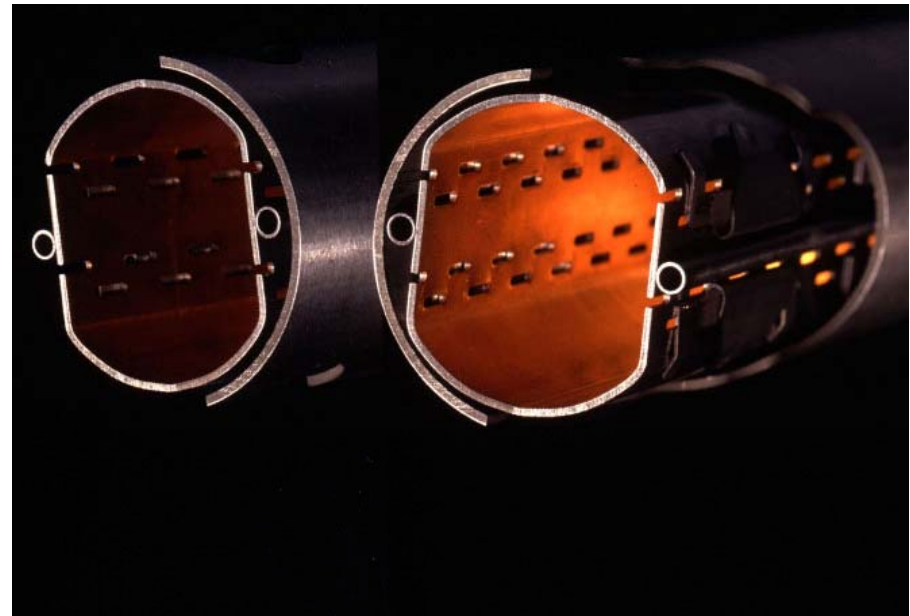
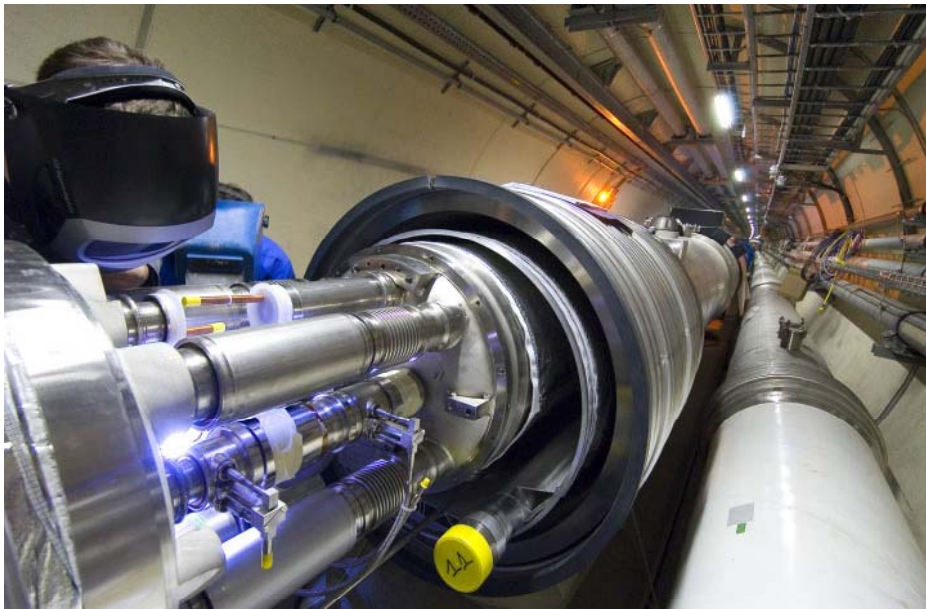
## The fastest racetrack on the planet...



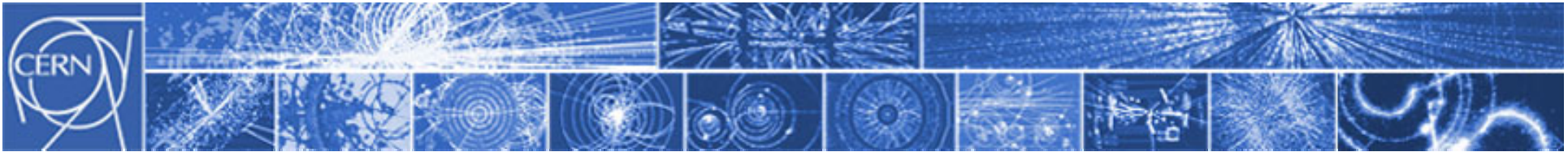
Trillions of protons will race around the 27km ring in opposite directions over 11,000 times a second, travelling at 99.999999991 per cent the speed of light.



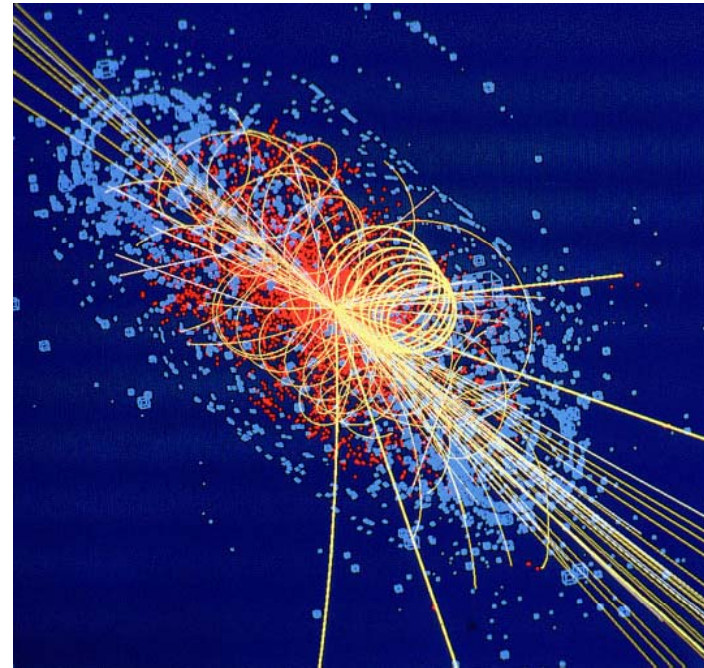
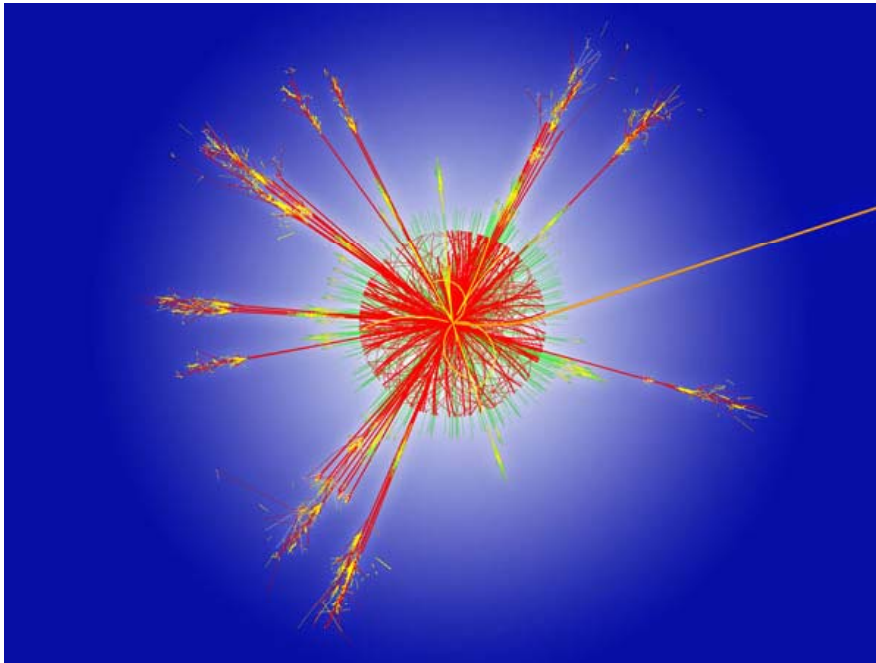
The emptiest space in the solar system...



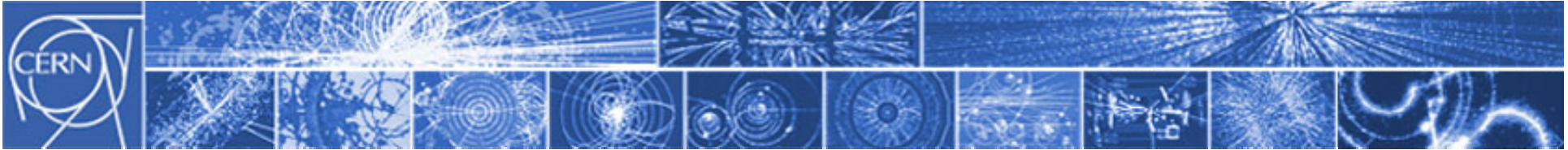
To accelerate protons to almost the speed of light requires a vacuum as empty as interplanetary space. There is 10 times more atmosphere on the moon than there will be in the LHC.



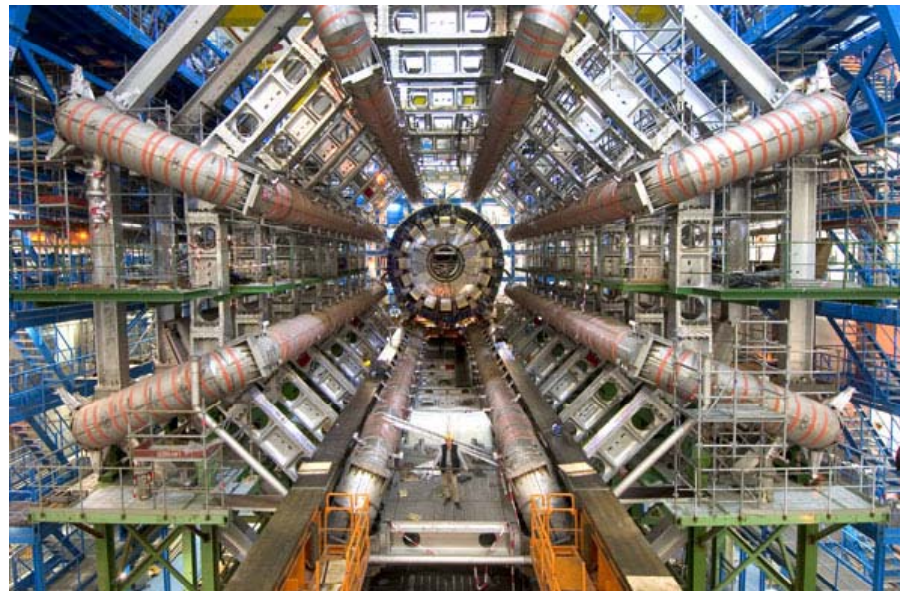
## The hottest spots in the galaxy...



When two beams of protons collide, they will generate temperatures 1000 million times hotter than the heart of the sun, but in a minuscule space.

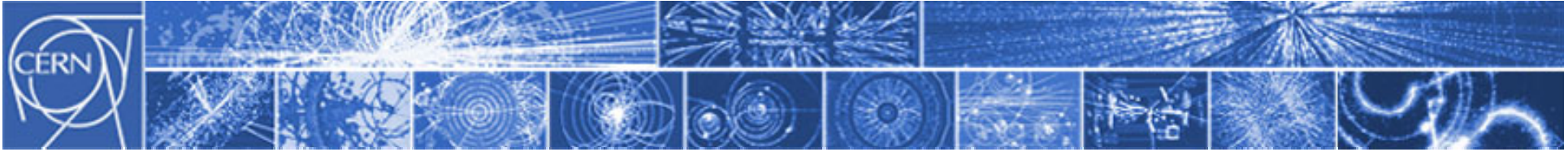


The biggest most sophisticated detectors ever built...



To sample and record the debris from up to 600 million proton collisions per second, scientists are building gargantuan devices that measure particles with micron precision.

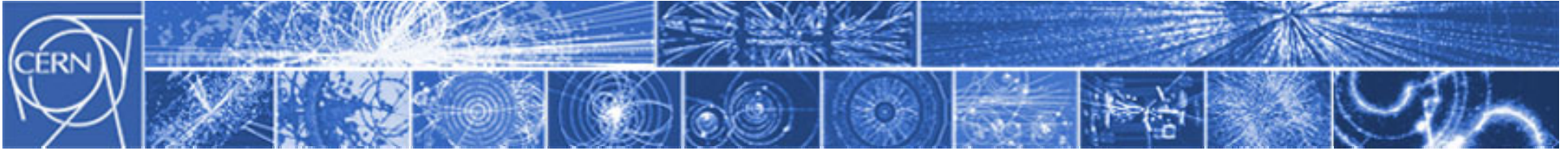




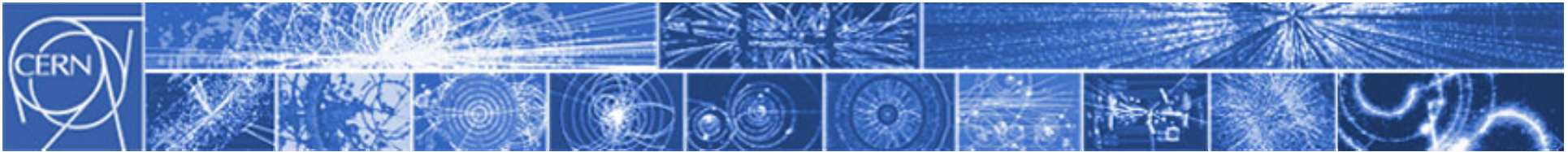
The most extensive computer system in the world...



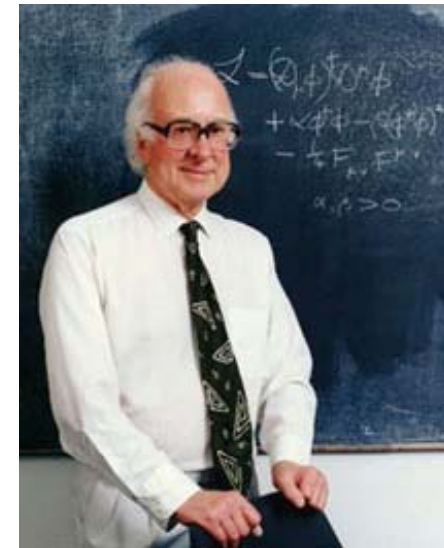
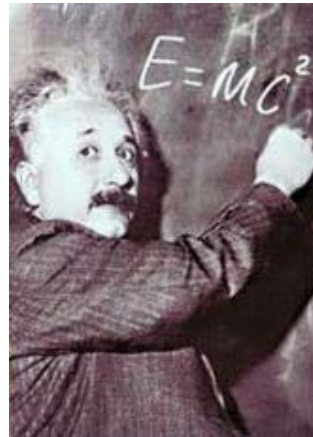
To analyse the data, tens of thousands of computers around the world are being harnessed in the Grid. The laboratory that gave the world the web, is now taking distributed computing a big step further.



Why?



To push back the frontiers of knowledge...

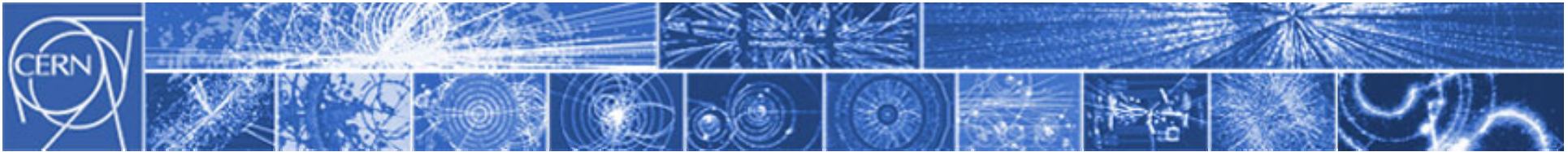


Newton's unfinished business... what is mass?

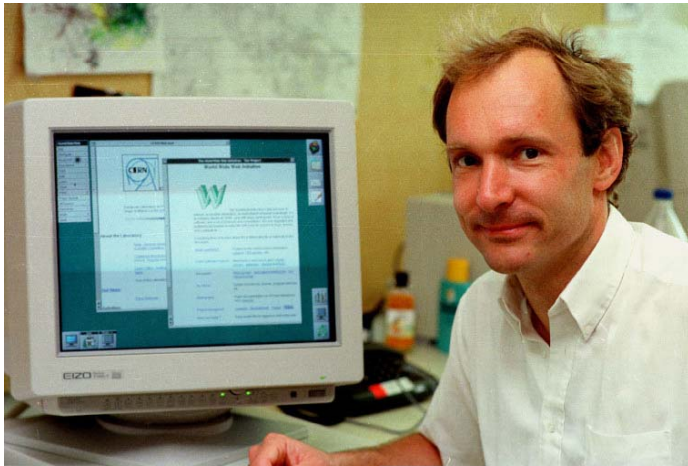
Science's little embarrassment... what is 96% of the Universe made of?

Nature's favouritism... why is there no more antimatter?

The secrets of the Big Bang... what was matter like within the first second of the Universe's life?



To develop new technologies...

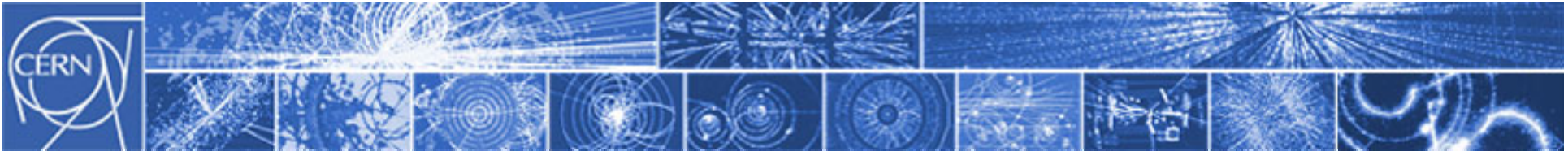


Information technology - the Web and the Grid

Medicine - diagnosis and therapy

Security - scanning technologies for harbours and airports

Vacuum - new techniques for flat screen displays or solar energy devices



To unite people from different countries and cultures...

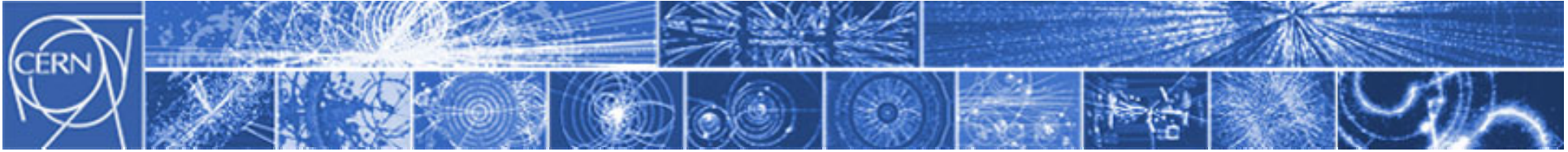


20 Member states

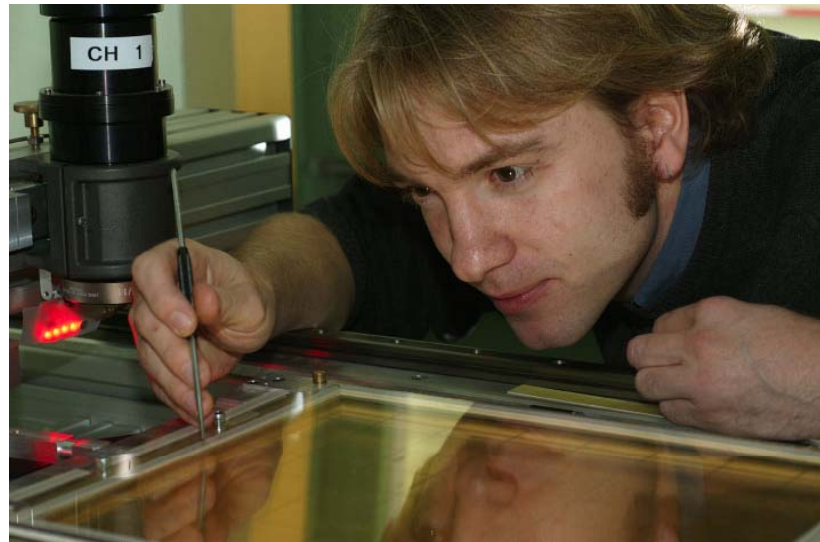
38 Countries with cooperation agreements

111 Nationalities

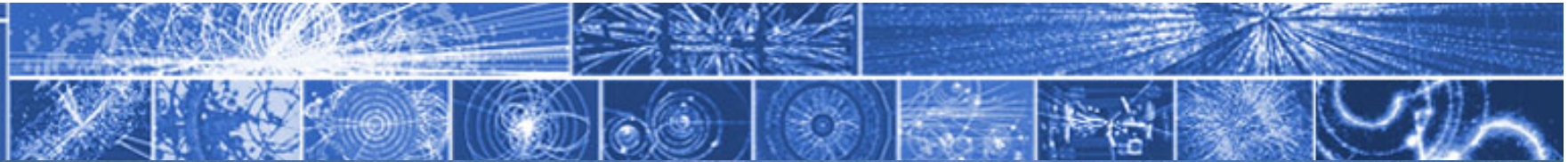
10000 People



To train the scientists and engineers of tomorrow...



From mini-Einstein workshops for five to sixes, through to professional schools in physics, accelerator science and IT, CERN plays a valuable role in building enthusiasm for science and providing formal training..



Lead with the wow! Factor  
Lead with the science

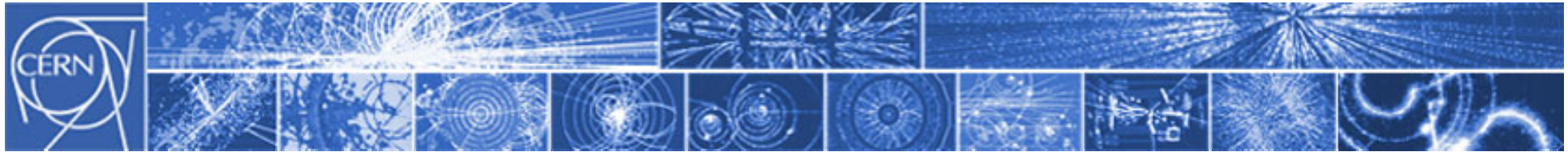
Research and discovery

Technology and innovation

Education and training

Global collaboration





## Practicalities

- Coffee breaks will be taken here
- Buffet lunch in the Globe
- Group photo at the Globe
- Taxis - let me know by lunchtime

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.