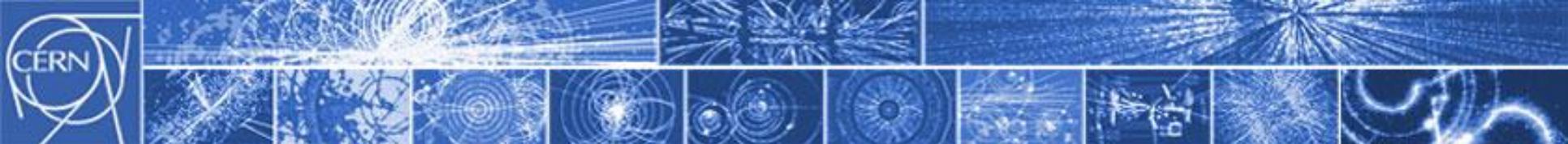


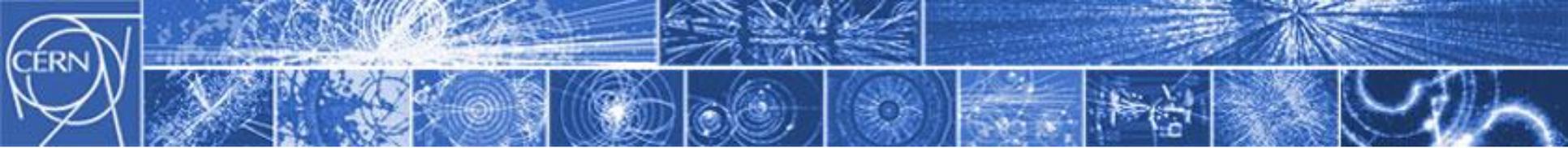
European & global networks for high-energy physics communications and outreach

Arnaud Marsollier (CERN / IN2P3)

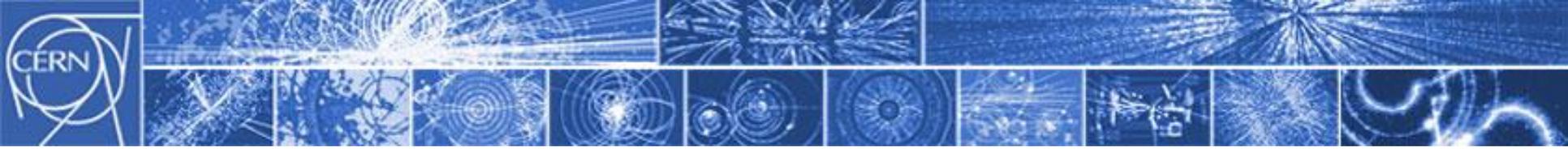


About me...

- CERN comms group
- IN2P3 communications manager (France)
- European astroparticle physics communication

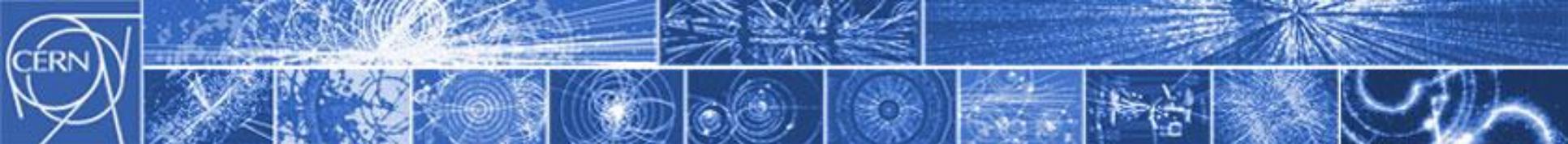


- . Particle physics is all about collaborating countries, institutions, physicists...
- . Collaboration is also a keyword when it comes to communication & outreach!
- . Networks are essential to come out is a coherent message, to coordinate and promote what we do, to raise awareness to youngsters...
- . A few networks: InterAction, EPPCN, IPPOG, ASPERA, ILC, Quarknet...



What do we (communicators & networks) do for you guys?

What can you guys (physicists) can do for us?



The InterAction collaboration

- Aim: to support the international science of particle physics and to set visible footprints for peaceful collaboration across all borders
- Partners: Fermilab, CERN, DESY, KEK, STFC, Triumf, IN2P3, INFN, SLAC, LBNL...

Grab File Edit Capture Window Help

Interactions.org - Particle physics, high energy physics, news and resources

http://www.interactions.org/cms/

Reader Google

imineo AsperA MtraininG RoadmaP 2.0 NewS BnQ Media

INTERACTIONS.ORG
PARTICLE PHYSICS NEWS AND RESOURCES

A COMMUNICATION RESOURCE FROM THE WORLD'S PARTICLE PHYSICS LABORATORIES

HOME NEWS IMAGE BANK VIDEO CHANNEL SEARCH SITE NEWS

Logged in as: Any Collaborator | Log Me Out

HOME

ABOUT INTERACTIONS.ORG

VIDEO CHANNEL

BLOG WATCH

RESOURCES

POLICY AND FUNDING

BENEFITS TO SOCIETY

EDUCATION

CONTACT US

WORKSPACES

View more images in the Interactions [Image Bank](#)

FEATURES

[The Royal Society Summer Science Exhibition](#)
3 - 8 July 2012

[Seventh International Accelerator School for Linear Colliders](#)
27 November - 8 December 2012

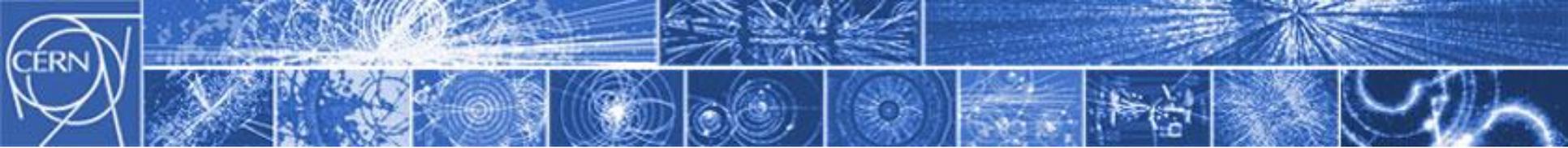
[ILC Newsline](#)
5 July 2012

- The Higgs is Different
- Encouraging news from CERN
- The Higgs and the ILC

[CERN Bulletin](#)

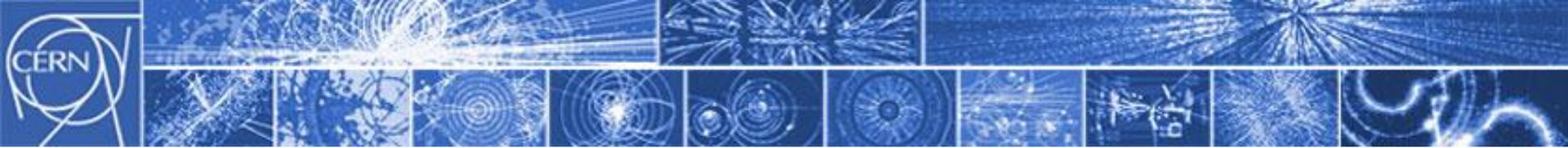
LATEST NEWSWIRES

20 June 2012 - Fermilab and Brookhaven National Laboratory



The InterAction collaboration

- Gathers heads of communications of main institutions in a forum to exchange views, share best practices, coordinate common actions...
- Examples: Photowalk, peer reviews for communications, development of material (brochure about benefits of particle physics for society)
- One important aspect is about coordinating press releases and PR events...!



EPPCN: the European particle physics communication network

EPPCN was born in 2006 at DESY Zeuthen as part of the European Strategy for Particle Physics:

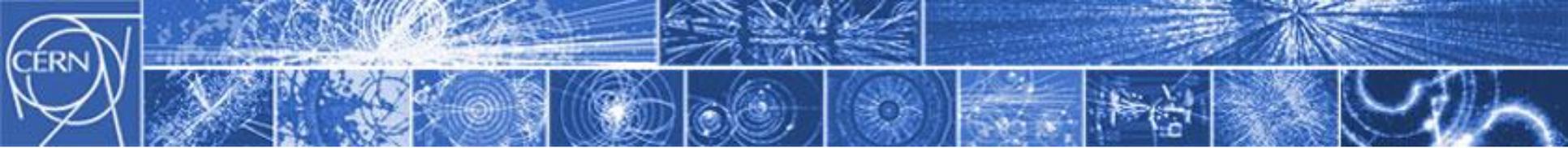
“Council will establish a network of closely cooperating professional communication officers from each Member State, which would incorporate existing activities, propose, implement and monitor a European particle physics communication and education strategy, and report on a regular basis to Council.”

The chair of the session that created EPPCN is...
...Rolf Heuer!

Meeting twice a year alternatively in a member state and at CERN

Last meeting in Paris in May.





EPPCN: the European particle physics communication network

Mission Statement:

The mission of the European Particle Physics Communication Network (EPPCN) is to strengthen the communication of particle physics in the Member States of CERN, the European Organization for Nuclear Research, through communication officers in the Member States and at CERN working together. The EPPCN reports to the CERN Council.

Focus on:

- LHC communications coordination!
- Upcoming update of the European strategy for particle physics > Brussels 2013

But also:

- Review & share best practices
- Advise CERN Council on communication issues



IPPOG: international particle physics outreach group

- Worldwide network of scientists, researchers, science educators and explainers
- Engaged in informal education and outreach for particle physics
 - One representative from each CERN member state + USA
 - Representatives from LHC experiments, CERN, DESY
- Meet formally twice a year to share ideas etc.
- Support the scientific community in their Education/Outreach endeavours
- Working groups to tackle particular projects, e.g. Higgs mechanism/boson animation
- Long-term projects, such as International Masterclasses (see talk from Farid Ould-Saada) and the “Particle Physics Education & Outreach Collection”





IPPOG E&O Collection

<http://ippog.web.cern.ch>

Resources

Activities

Programs & Events

Media

Professional Development & Coaching

Exhibits

Souvenir / Novelty Item

FAQs

Welcome !

What is this?

Who is this for?

Want to share items, leave comments and rate stuff too? [Learn more](#) about joining the collection's user group.

Learning Topics

- ▶ Physics
- ▶ Technology
- ▶ International Collaboration
- ▶ Broader Impacts

LATEST
FEATURED



Classroom Outreach Program

IPPOG International Masterclass 2012- at CMS

To encourage high school students to consider the field of particle physics for their future studies

Search by

Learning Topic
- Any -

Audience
- Any -

Item Type
- Any -

Availability
- Any -

Duration
- Any -

Language
- Any -

Key Words

Go

Resources in your language

English
French
German

Italian
Portuguese
Spanish

[more](#)

Filter by audience

- 6 to 9 years
- 9 to 12 years
- 12 to 15 years
- 15 to 18 years
- 18 to 25 years
- 25 years+

Science Educator / Science Explainer

Primarily for YOU, to help with your E&O activities

Hundreds of items already – and growing!

Friendly and powerful user interface

Animations, exhibits, explanations...



IPPOG & YOU!

What IPPOG can do for You

- Share with you recommended tools and materials to effectively engage your community during talks, presentations, discussions.
- Put you in touch with current outreach and science education programs near you.
- Help you explore opportunities to start your own outreach initiatives via practical advice from our extensive network

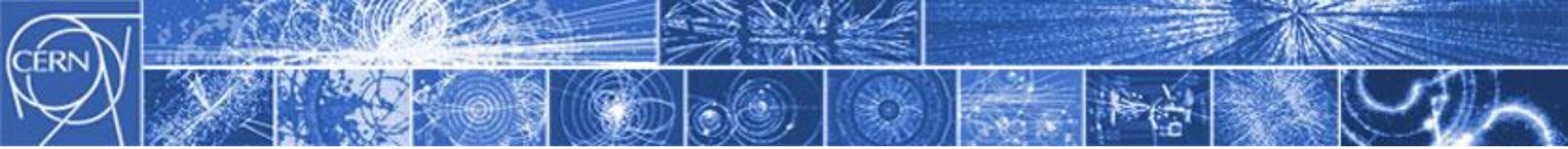
What You can do for IPPOG!

- Get involved with an IPPOG International Masterclass, either at CERN or in your institute!
- Share suggestions for outreach tools and materials via our [Outreach Collection](#)
- Follow us on Facebook and share ideas for new initiatives.

Web: <http://ippog.web.cern.ch>

Facebook: <http://facebook.com/IPPOG>

Masterclasses: <http://www.physicsmasterclasses.org>



What about you???

Share!!!

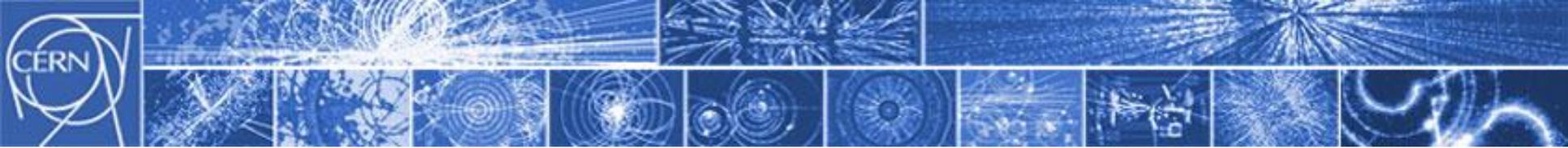
Need physicists to seat with communicators to have coffee, beer or whatever together... Discuss, discuss, discuss.

Communicators need to know, need explanations, need to understand... To "sell" it.

What is this all about? What is your day to day job? Why is it important?...

Do you know the people of the office of communication or involved in outreach in your lab?

If not: go to meet with them!



Help us to help you

On Wednesday we had a press briefing here before the conference...

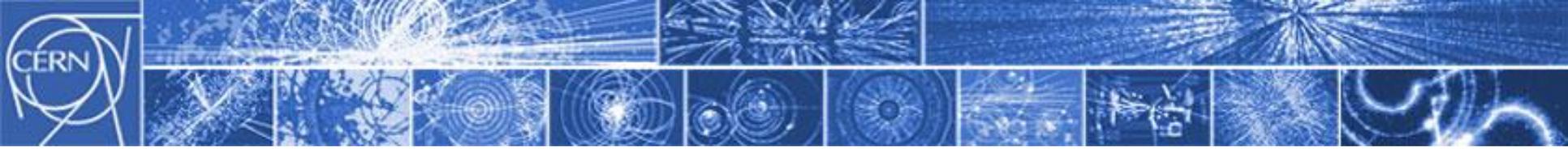
Talking to the media is a special exercise. Not the same as talking to colleagues!

Most of our institutions organize media trainings. Do it!

If not: ask for it!

You have ideas for outreach activities. Make contact with IPPOG etc.

You have material to share? Share!



Invest a bit of your time...

Whatever you are interested in...

To reach different audiences we need people willing to spend time: for outreach activities with students, for talking to the media, for developing new ideas and material...

Outreach & communication is about meeting and collaborating with colleagues, about sharing knowledge and skills...

> Concerns the whole community!