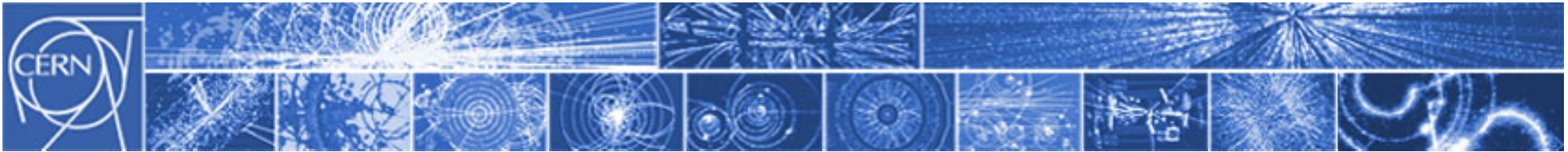




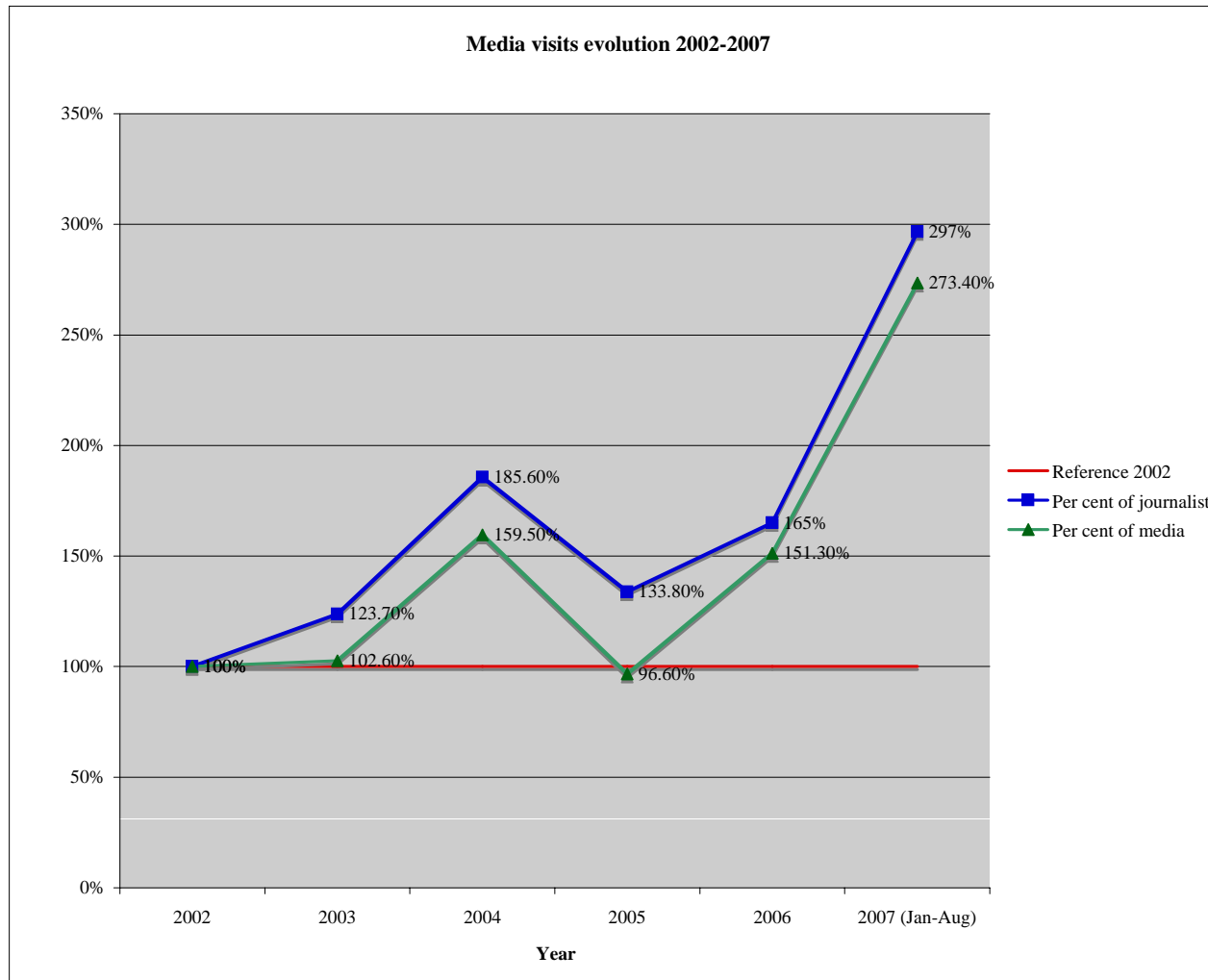
Proposed media event for LHC start-up

James Gillies, Head, communication group, CERN

19 September 2007



Evolution of media visits 2002-2007

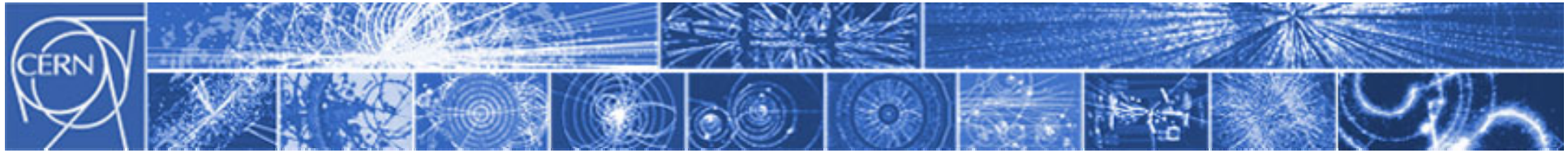


2007 to date:

- 1040 people for 385 media

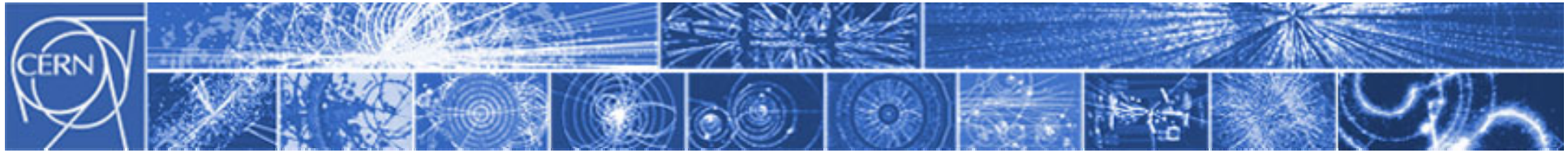
CERN record year 2000:

- 1098 people for 383 media



The world is watching.

We have to provide a media event for start-up

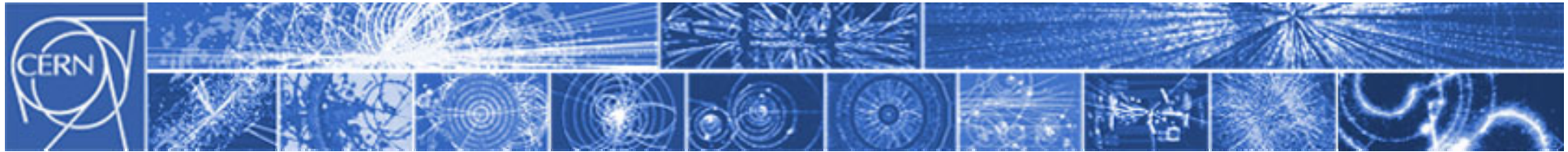


Proposed media event - pending approval of DG

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

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TIFF (Uncompressed) decompressor
are needed to see this picture.

Only possible event: first injection
of beam to LHC



Proposed media event

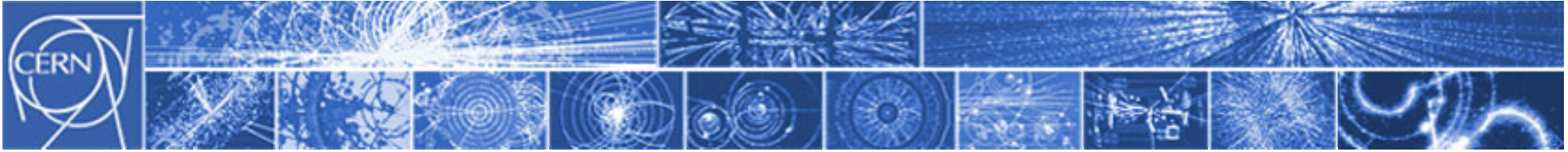
QuickTime™ and a
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TIFF (Uncompressed) decompressor
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Locations:

CERN Control centre

Globe of science and innovation



Proposed media event

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

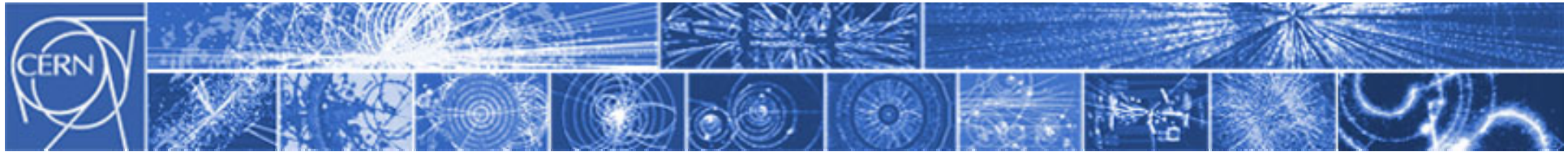
QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Day 1 - visits can be arranged to CERN
Control centre

Day 2 - activity centred on the Globe

Media invitation to be sent three weeks in
advance

Accreditation necessary

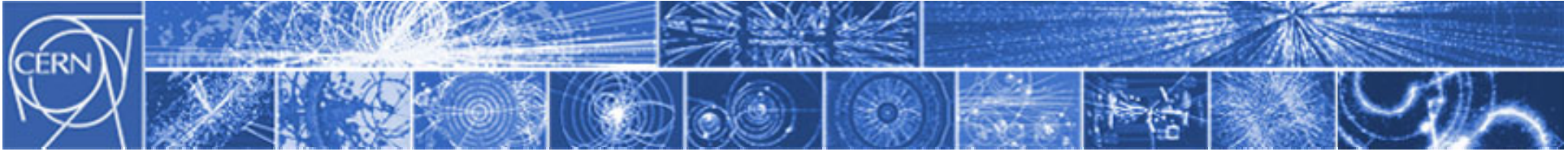


Proposed media event

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are needed to see this picture.

- Cameras in the Globe would relay images to the Globe (and the world)
- Bi-lingual presenter would be in the CCC
- Satellite link available
- Live LHC console in the Globe
- Media 'pilots' available in the Globe for all nations whose media attend
- Possible visits to experiments control rooms during the day
- Regular updates to be sent to media for the following weeks until first 7TeV collisions

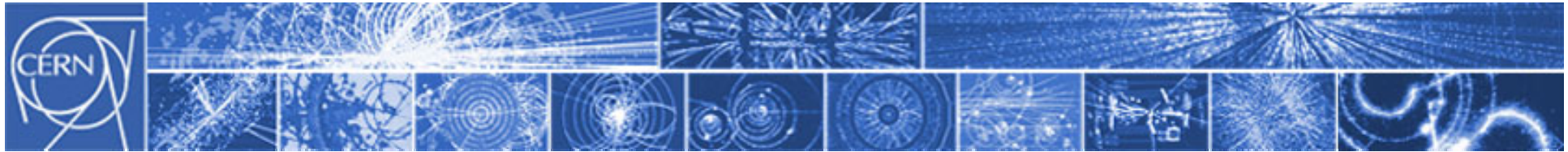


Proposed media event

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are needed to see this picture.

Start-up == opening the hydrogen bottle



Proposed media event

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

Milestones:

Discussion at EPPCN

Seek approval of DG

Validate plan with media

Procure console for the Globe

Select media pilots

Media training for all involved on the day

Invitation

Start-up!